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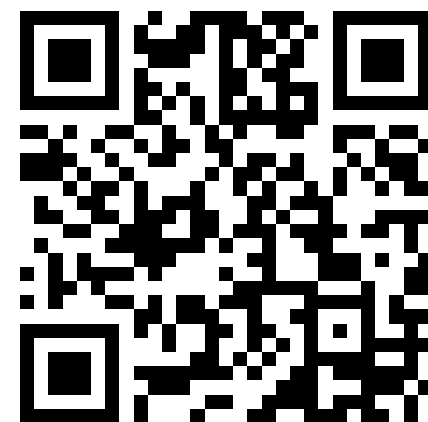


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HARDWARE

218378B

The National Merchandising Information Service

Hardware Farm Implements and Home Appliances Sporting Goods, Toys
and Tools Farm Building Equipment and Housewares and Novelties

MAR 16 1940

Today

Vol. 1

JUNE

1940

No. 6

MERCHANDISING SPOTLIGHT

HARDWARE TODAY calls to your attention the following items taken from the pages of this issue. Each one has been selected with the idea of being of assistance to you in spotlighting seasonable merchandise.

Page

ELECTRIC WIRE—a free wire display stand and advertising in "Life" magazine to help you make money on wire. 3

DOOR HOLDERS—a new adjustable shoe for door holders and a price range from 15c to \$2.00 put this in the class of quick sellers. Be sure to write for a free shoe sample. 5

RATCHET THREADERS—there is profit for you in these "speediest" little ratchet threaders. 7

TOGGLE BOLTS—there are 100 quick sales and profits in every box of these spring wing toggle bolts. 9

BATHROOM FIXTURES—a new four-purpose bathroom shelf bracket, with a free display, sells new fixtures profitably. 11

PAINT MIXER—turn your old paint stock into "liquid" assets. Mix every can of paint before it leaves your store and make customers satisfied. 13

GLASS CUTTER—the "Red Devil" new modern line, plated glass cutters and various other essential tools bring rapid turnover. 16

CAMP GRILL AND BRIQUETS—the Ford camp grill and packaged charcoal briquets make an attractive window or counter display. 2

DRY SHAVER—the "Vestpok" is a convenient vestpocket size "dry shave" beard eraser that does not require water, soap, shaving cream, or electricity to operate. 3

KITCHEN REMINDER—with the new "Mother Hubbard" kitchen reminder, housewives will not find their cupboard bare. A 49c seller that should prove a quick turnover item. 11

HARDWARE TRADE WINDS

IN THE COUNTRY AS A WHOLE, DOLLAR SALES VOLUME WAS APPROXIMATELY THE SAME IN THE RETAIL TRADE DURING MARCH, 1940 AS MARCH, 1939. IN THE WHOLESALE TRADE MARCH, 1940, SHOWS AN INCREASE OF 3.2% OVER THE PREVIOUS MARCH. THE WEST SOUTH CENTRAL REGION (COMPRISING ARKANSAS, LOUISIANA, OKLAHOMA AND TEXAS) SHOWS THE GREATEST GAIN IN BOTH THE WHOLESALE AND RETAIL TRADE, THE GAINS AMOUNTING TO 16.6% AND 10.0% RESPECTIVELY. OTHER REGIONS SHOW SMALLER GAINS AND SEVERAL SHOW LOSSES RANGING UP TO 6.5%.

HARDWARE SALES TRENDS - BY REGIONS					
MARCH, 1940					
Source: U.S. Bureau of Foreign and Domestic Commerce. Percentages are based on sales reported by 1860 independent retail and 169 wholesale firms.					
WHOLESALE		REGION	RETAIL		
% Increase over March, 1939	% Decrease		% Decrease	% Increase over March, 1939	
15 10 5 0 5	5		5 0 5 10 15		
3.2%		U.S. TOTAL	0.2%		
1.5%		New England	6.0%		
6.5%		Middle Atlantic	6.3%		
7.7%		East North Central	2.2%		
2.7%		West North Central	6.5%		
4.3%		South Atlantic	6.4%		
7.2%		East South Central	4.2%		
16.6%		West South Central	10.0%		
6.6%		Mountain	7.3%		
5.4%		Pacific	4.0%		

INDEX TO LIVE LINES

Here every month you will find a handy "check list" of new and improved products to sell—and the latest dealer helps available to increase turnover on established lines.

Brief descriptions of these items are given in this issue—for additional information use convenient Reader Service Form between pages 8 and 9.

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CAMP GRILL AND BRIQUETS



Prospects: Sportsmen, campers, picnickers, householders, and industrial plants.

Sales Features: The "Ford Camp Grill" consists of a steel grill, a box of charcoal briquets, and a handy container.

The briquets come attractively packaged in different size bags, and are in demand all year 'round by sportsmen, householders and industrial plants.

Available in two sizes.

Dealer Helps: The combination makes an attractive window or counter display. Free sales helps are furnished and a liberal dealer discount allowed. Manufacturers claim this to be a quick selling, high profit item.

Suggested Retail Price: \$1.00 and \$2.00, according to size.

Ford Motor Company

By-Products Division

Dearborn, Mich.

Specify HT 1 when contacting maker or using Reader Service Form pages 8-9

SOLDERING IRON



Prospects: Mechanics, servicemen, general factory and sheet metal workers, garage mechanics, home owners, farmers.

Sales Features: This new 200-watt Model K Soldering Iron (with kit), for heavy duty, medium or light soldering, is very fast heating—requires only five minutes to reach soldering heat. Due to its construction, it has long heat retention. Properly balanced and light in weight, this iron can be most efficiently operated at high speed.

The compressed solid copper, tinned, 1" tip is removable and replaceable. The heating unit is made of high quality nickel chrome resistance wire insulated with mica. The black handle has an "anti-kink" spring to protect the 6' heater cord, which is Underwriters' approved. Cord connection inside handle is rigidly anchored and easily accessible. Black metal, rust-resisting finish. Overall length, 14½"; weight 1 lb., 2 ozs. Kit includes wire solder, soldering paste and steel wire brush. For AC or DC current.

Suggested Retail Price: \$5.00 complete; extra tips, 50c each.

Wellmade Electric Mfg. Co.

Torrington, Conn.

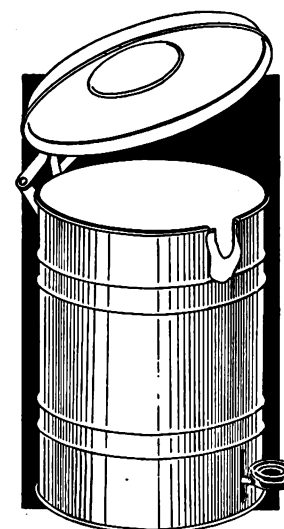
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WASTE DISPOSAL CAN



Prospects: Homes and farms.

Sales Features: This new "Sealtite" Waste Disposal Can has a porcelain insert that rests on rim of outer container, making it impossible for refuse to collect in wall between insert and outer container. The cover shuts tight, which prevents escaping odors, and has no rubber cushions and other accessories to wear out, which makes for greater sanitation and longer usage. A slight touch on foot pedal lifts cover.

This can is constructed of heavy sheet steel, and all moving parts are designed and built for long, hard service. Outside container is finished in "Supernamel" (a new development in extra-tough baked-on enamel), which is said to resist chipping, marring, scratching and stains against soaps, alkalies, alcohol, grease, iodine, etc. Outside container is finished in the following colors: white, red, Royal blue, yellow, green and white—red cover. Also available with chrome cover, and all chrome. Two sizes: 11-quart and 14-quart capacities.

Suggested Retail Price: Prices range from \$2.69 to \$6.69 each, f.o.b. Bellaire, Ohio, with a freight allowance up to 50c per 100 lbs. on shipments of 100 lbs. or more.

The Bellaire Enamel Company

Bellaire, Ohio

Specify HT 3 when contacting maker or using Reader Service Form pages 8-9

SERVING FORK



Description: Housewives will find this utensil indispensable for both kitchen and table use. Foods that are difficult to serve are easily handled with this new "Best-Way" Serving Fork. Among its many versatile uses are: serving sandwiches, French toast, waffles, pancakes, French fries, etc., salads of all kinds, and vegetables, such as sweet corn, baked potatoes, asparagus, etc., that are hard to handle.

It is made of high quality steel and finished in either nickel or chrome plate. Fork is 9" in length overall, with blade size, 2½" x 3".

Also available with single handle and blade without the "tong" feature—handy for serving, scraping or whipping.

Hamlin Metal Products Co.

Exchange at Water Sts.

Akron, Ohio

Specify HT 4 when contacting maker or using Reader Service Form pages 8-9



"GOOD MORNING, MISS . . . HAVE YOU BEEN WAITED ON?"

GAS RANGE



Prospects: Homes.

Sales Features: The outstanding feature of the new "Culinar" Kitchen Range, which burns either natural gas or liquefied petroleum gas, is its adjustable "Extenso" top. This is an independent unit, mounted on ball bearing rollers and which, when extended, provides greater usable working space right at the range than the conventional type range. This saves the housewife miles of steps between range and kitchen table. The four burners, in line at the back of the range, are at standard height. Plenty of space for large cooking utensils permits the full use of all burners at once. The "Extenso" top is slightly lower than the burners, placing the gas control valves at convenient locations, yet out of the way of the operator and out of the reach of small children. Other features embodied in this stove are: ample storage space for utensils, automatic oven temperature control, completely insulated oven, smoke-free and odor-free broiler, easy heat regulation, minute minder, etc.

The Coleman Lamp & Stove Co. **Wichita, Kansas**
Specify HT 5 when contacting maker or using Reader Service Form pages 8-9

POWER SUPPLY

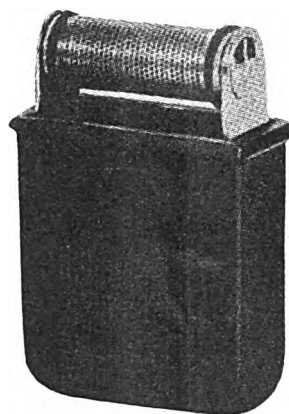


Prospects: Homes, farms, camps, rural and suburban homes, etc.

Sales Features: A new A-B Vibrator Power Supply that operates on any 6-volt d-c power source has just been announced. This Synchro Model Q operates any 1½-volt radio having 4, 5 or 6 tubes, and its compact design recommends it for use with portables as well as farm sets. Efficient circuits of this model make for economical operation. Separate plug-in sockets provide correct filament voltages for 4, 5 or 6-tube receivers. 90 Volts B at 18 milliamperes are obtained through a synchronous vibrator system. It measures 5½"x5"x2¾"; weight, 3½ lbs. A similar unit, the Synchro Model R, is available for 4, 5, 6 and 7-tube, 2-volt radio receivers supplying 67, 90, 112 and 135 volts B at 20 ma.

Electro Products Laboratories
549 W. Randolph St. **Chicago, Ill.**
Specify HT 6 when contacting maker or using Reader Service Form pages 8-9

DRY SHAVER



Sales Features: The "Vestpok" is a convenient, vest pocket size "dry shave" beard eraser that does not require water, soap, shaving cream, or electricity to operate. It is not intended to replace razors and cannot cut long hair—its purpose is merely to remove that late afternoon stubble. The "Vestpok" is shown above in full size ready for use. It is operated with a gentle massaging back and forth motion, with just enough pressure to steadily turn the cylinder. It is cleaned by a simple puff through its roller. Available in brown bakelite case. It is claimed "Vestpok" blades have long, keen life due to honing action of its cylinder. New plates are obtainable for a nominal sum and are easy to install.
Suggested Retail Price: Price \$1.00 each; extra blades, 10c each.

Vestpok, Inc.
11 West 42nd St. **New York City, N. Y.**
Specify HT 7 when contacting maker or using Reader Service Form pages 8-9

DRUM TRUCK



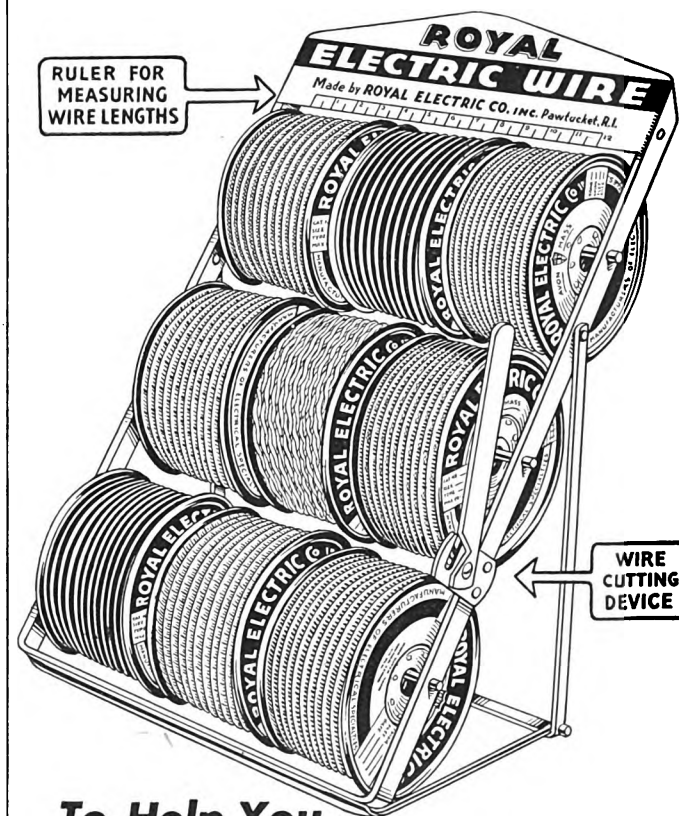
Prospects: Shops, stores and warehouses.

Sales Features: This new Service Drum Cradle Truck has been designed to facilitate the awkward problem of drum handling around shop, store and warehouse. It is built of sturdy 2" x 1" channel steel, electric welded for lifetime utility. Absolutely will not "skate" when in use, according to the manufacturers. Portability is obtained through rigid 4" wheels, rear, and two 2" swivel casters, front; thus the cradle with a loaded drum is easily pushed around. The runners, with a 2" face, make it possible to rock the cradle for complete drainage of the drum. Length of the cradle is 30"; width at base, 19½"; width at top, 15½", height of top rail, 20", and height to bung, 22".

The Service Caster and Truck Co. **Albion, Mich.**
Specify HT 8 when contacting maker or using Reader Service Form pages 8-9

★ "LIFE" ADVERTISING!

★ FREE WIRE DISPLAY!



To Help You

MAKE MONEY on WIRE!

No more fussing with coils under the counter—no more awkward measuring—no more searching for wire-cutters! A complete "Wire Department"! And—*it doesn't cost you a cent!*

ADVERTISED IN "LIFE"!

And we're giving Royal Quality Wire a big extra push with advertising in LIFE, June 24! Thousands in your city will see it—and recognize this display as the place

to buy quality wire for replacement. Make money on wire! Order this unit from your jobber!

HERE'S THE DEAL!

1250 feet (5 spools) of fast-selling, Underwriters Approved Wire—Assorted Green & Yellow Twisted, Rayon, All Rubber, and Heater Cord.

DISPLAY STAND FREE!

YOUR MARGIN IS MORE THAN 100%

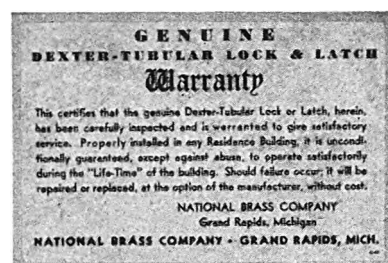
Order Today!

ROYAL
ELECTRIC CO., INC.

91 Grand Avenue
Pawtucket, R. I.

Specify HT 9 when contacting maker or using Reader Service Form pages 8-9

LOCK AND LATCH GUARANTY



Dealer Help: Effective with July shipments, the manufacturer of Dexter-Tubular Locks and Latches will inaugurate a Life-Time Warranty Policy.

The Warranty (reproduced above) will be mounted upon the face of every Dexter-Tubular box. This certificate unconditionally guarantees satisfactory service of each lock and latch for the entire life of the building in which it is installed. Should failure occur for any reason whatsoever, except abuse, it will be repaired or replaced without charge. All stock now on dealers' shelves is automatically covered by this Warranty policy. Dealers desiring certificates for their stock may procure them by writing manufacturer.

National Brass Co., Dept. H.T. Grand Rapids, Mich.
Specify HT 10 when contacting maker or using Reader Service Form pages 8-9

THERMAL JAR



Prospects: Sportsmen, picnickers, campers.

Sales Features: Once this new Aladdin Dispenser Jar, No. 602D, is sealed, neither heat nor cold can reach contents direct, because it need not be opened until empty, which gives the jar high thermal efficiency and keeps contents sweet and sanitary. It is simple in operation and construction—a slight intermittent pressure on bulb causes rapid flow of contents into cup. The jar has no projecting parts such as faucets, valves, etc., which are likely to be hit, knocked or shaken open when the jar is being transported. It has an exclusive "Sani-Seal" neck to prevent seepage into insulation and thus preserve its thermal efficiency. The liner is of heat-resisting glass, smooth and easy to keep clean. Shell is of heavy drawn, lead-coated steel, seamed waterproof. Heavy chrome plated bail and sturdy grip. Pressure-type chromium cup-cap. Parts to change jar to a food container included. In wrinkled black finish. Weight, empty, 10 lbs. Six quart capacity.

List Price: \$7.95; the jar alone at \$4.50, and liquid dispenser device, only, at \$3.45.

Aladdin Industries, Inc.

223 West Jackson Blvd. Chicago, Ill.
Specify HT 11 when contacting maker or using Reader Service Form pages 8-9

HARDWARE
Today

The National Merchandising Information Service

Hardware and Tools
Home Appliances and Housewares
Farm Implements and Farm Building Equipment
Sporting Goods, Toys, and Novelties

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JUNE, 1940

Distribution This Issue—30,000 Copies

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of all hardware wholesalers. This list has been selected on the basis of financial and credit ratings and demonstrated capacity for selling hardware and allied lines, and from direct requests from qualified outlets and individuals.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

HARDWARE SALES HISTORY

Never before have Hardware Retailers so readily accepted a new publication as you have accepted **HARDWARE TODAY**.

Thousands of favorable comments have come to us in the first five months of publication. The keynote of those comments has consistently been "Long Needed." Individual inquiries totaling 9,376 about items appearing in these issues have been received by us and relayed to the manufacturers, and these 9,376 inquiries have been augmented by thousands of others which you have made direct to the manufacturers.

A STEP FORWARD

This issue of **HARDWARE TODAY**, coming to you in new dress, is a step forward. The new size will be found much easier to handle—the paper stock lends itself to a better reproduction of those items that are new—the many dealer helps will make a stronger appeal because of the added clearness of printing. With this forward step, **HARDWARE TODAY** expects to better promote the Hardware industry and be of material help to the 30,000 readers who make up our audience. Our Reader Service Department will always be glad to serve you.

John R. Hazard

SUN GOGGLES



Description: The "Fold-It" is a new idea in goggles. It folds into a compact, convenient vest pocket size. When opened, it is a smartly styled pair of goggles. Contains scientific, patented "Azurine" lenses. Carrying case and eyeglass cleaner with every pair.

Dealer Helps: Attractive counter display (shown above).
Suggested Retail Price: \$1.25 a pair; list price, \$8.20 a dozen.

American Spectacle Co., Inc.
136 West 52nd St. New York, N. Y.
Specify HT 12 when contacting maker or using Reader Service Form pages 8-9

GLASS SUBSTITUTE DEAL



Dealer Help: Four different kinds of glass substitutes, comprising a complete line, are being put up in an attractive dispensing display, and sold to dealer in a special combination deal, the dispenser being free. In addition to the Flex-O-Glass product, this handy dispenser contains a smaller quantity of Glass-O-Net, the mesh base transparent substitute, and Wyr-O-Glass, the new wire base glass substitute, both of which are highly transparent, with high ultra-violet ray transmission properties.

Dispenser only occupies three square feet of counter space, and the yards, feet or inches can be counted, as crank is turned for dispensing. Can be refilled from jobber's stocks as materials are sold out. Dealer's cost, \$21.50 for the deal. **Suggested Retail Price.** Full retail value, \$32.50.

The Flex-O-Glass Mfg. Co.
1104 N. Cicero Ave. Chicago, Ill.
Specify HT 14 when contacting maker or using Reader Service Form pages 8-9

June, 1940

WATER HEATER CONTROL



Prospects: Homes.

Sales Features: The "Savutime" literally saves your customers' time. This water heater control instantly lights or shuts off the gas water heater from the bathroom, kitchen or laundry by merely pressing an electric button. If heater is lit from bathroom, it can be shut off from the kitchen or laundry, or vice versa. While water heater is going, small red automatic lights in the switches act as a constant reminder.

This push-button control is merely a logical arrangement of simple electrical instruments that can be easily and neatly installed in the home (either old or new) in a few hours' time, with all wiring concealed. The only exposed surface is a decorative chromium wall plate (shown above). It operates from regular house current attached to water heater—regardless of what type heater, or where located. The thermostat is permanently mounted on outside of tank so that the gas will shut off automatically, thus eliminating the possibility of damage through overheating, and the expense of wasted gas.

Dealer Helps: Descriptive consumer folders.

Package and Shipping Weight: Packed one in a carton: wt. 3 lbs.

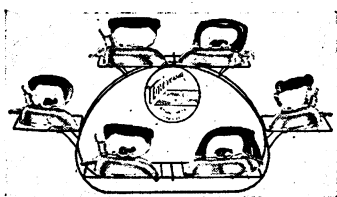
Suggested Retail Price: Dealers' prices on request.

Suppliers: Wholesalers.

Savutime Sales Co.

94 Manhattan St. Rochester, N. Y.
Specify HT 15 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC IRON DISPLAY



Dealer Helps: This new Wire Rack Display is furnished free with the purchase of any six Universal Electric Irons. Designed to occupy a minimum of space, it displays the irons to the best advantage without obstructing view across the store. Its orange and blue finish makes a pleasing contrast against the chromium finish of the irons. Overall size, 31" long, 12 1/4" high, 6 1/2" deep.

Suppliers: Wholesalers.

Landers, Fray & Clark New Britain, Conn.
Specify HT 16 when contacting maker or using Reader Service Form pages 8-9

OIL HEATER



Prospects: Suburban, rural homes, farms, etc.

Sales Features: Here is one model in a line of 28 oil-burning space heaters for 1940. This heater is designed for a dual purpose—it has all the desirable qualities of a good circulating heater with the quick-acting features of a radiant heater. Built into the water walls at each end of the heater is a radiant heat control shutter that can be opened to release a direct flow of warmed, humidified air immediately into the room, speeding up the heating process. These shutters are adjustable, permitting control of heat direction.

The model illustrated is equipped with two 8" pot-type burners with low-fire pilot ring. A similar model is available with two 9" sleeve-type burners. Both types of burners use range oil or kerosene and generate heat in a sealed chamber connected to a flue. Cold air is drawn in at the floor level, is heated between the double walls, and passes out at the top and front of the heater to circulate throughout the house. Finished in dark brown "Crystone" with front panel and top in a contrasting shade of brown porcelain enamel. The effect is heightened by the use of bright chrome for grille and trim.

Florence Stove Company

Gardner, Mass.

Specify HT 17 when contacting maker or using Reader Service Form pages 8-9



"YES, LADY, NAILS ARE INCLUDED—BUT WE HAVEN'T ANY CONTROL OVER THE HAMMER!"



**It's Easy to Sell
GRAND DOOR HOLDERS**
to every school, church, hospital,
theater, and building in your
community.

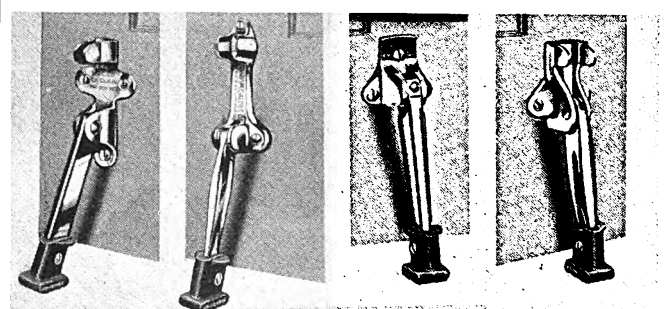
Made in sizes to fit all doors, in a wide choice of styles and finishes. Priced from 15c to \$2. New Adjustable Steel-Reinforced Shoe Exclusive with GRAND—will not mushroom, work loose, or mar the floor. Holds securely on any floor surface.

Write today for FREE Shoe Sample and all-metal counter display on 10-day FREE TRIAL. Give your jobber's name.

GRAND SPECIALTIES CO.
Mfrs. Since 1921

3102 W. Grand Ave. Chicago, Ill.

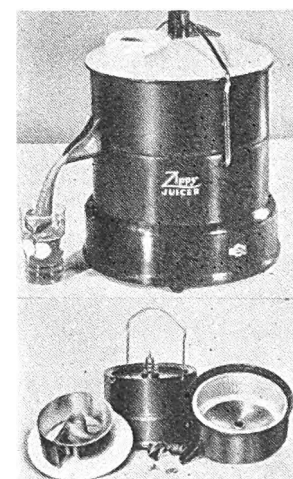
The NEW—Adjustable • Replaceable • Steel Reinforced • non-skid Rubber Shoe.



STANDARD PEERLESS MASTER DELUX

Specify HT 18 when contacting maker or using Reader Service Form pages 8-9

JUICING MACHINE



Prospects: Homes, restaurants, hotels, etc.

Description: The "Zippy Juicer" feeds automatically without plungers or forcing. Well constructed throughout, with sturdy top and base of plastics. All metal parts and porcelain bowl are acid-proof. Only one moving part. Bearings are sealed in grease; therefore, no oiling is necessary. 1/6 h.p., 110 A.C., G-E motor—full speed under load. Rubber mounted. Height, 13", base, 10"; weight, 28 lbs. Manufacturers guarantee this machine for one year.

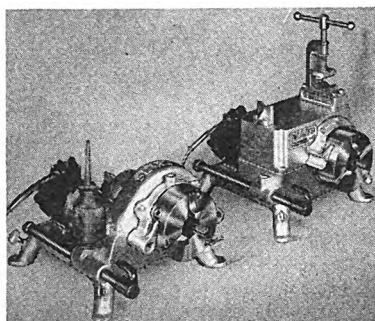
Dealer Help: Descriptive Folder.

Suggested Retail Price: \$49.50.

Jiffy Juicing Machines, Inc.

317 1/2 Wall St. Seattle, Wash.
Specify HT 19 when contacting maker or using Reader Service Form pages 8-9

POWER UNIT



Prospects: Machinists.

Description: Originally designed both as a power unit and a pipe vise stand, manufacturers claim the "Model-C" Power Unit speeds up the job and reduces labor costs as well as eliminating tedious back-breaking manual labor. Buyers use the "Model-C" as a compact power unit to operate hand pipe tools; as a power winch to pull cable; lift or lower fixtures, etc.

Universal motor develops 1/6 H.P.; can be used on 25 to 60 cycle light line current. Additional features are 60% greater power; for bench or stand use; 1/8 to 2 in. geared chuck; chuck wrench holder and ejector; safety latch; gears enclosed.

Shipping Weight: "Model C-1," 140 lbs.; "Model C-2," 177 lbs.

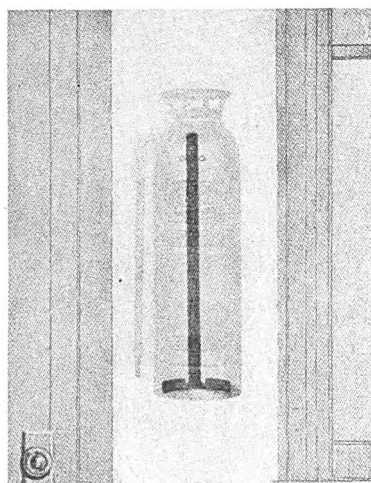
Beaver Pipe Tools

640 Watson Avenue

Warren, Ohio

Specify HT 20 when contacting maker or using Reader Service Form pages 8-9

EXTINGUISHER BRACKET



Prospects: Homes, schools, hospitals, hotels, public and industrial buildings, garages, etc.

Sales Features: This new Wall Bracket, No. B9S, protects extinguishers from swinging against or scratching walls and from being knocked off the wall with resulting damage to the extinguisher or discharge of its contents. It is especially practical for mounting in halls, corridors, etc., where there is heavy traffic.

It has a long steel band at the back extending the length of the extinguisher, providing two-point suspension. At the top it slides into the standard supporting loop on the extinguisher. At the bottom a semi-circular holder fits into and around the apron of the extinguisher to prevent side-sway. The extinguisher is held in a firm position, but may be easily and quickly removed for fire emergency by simply raising it two inches.

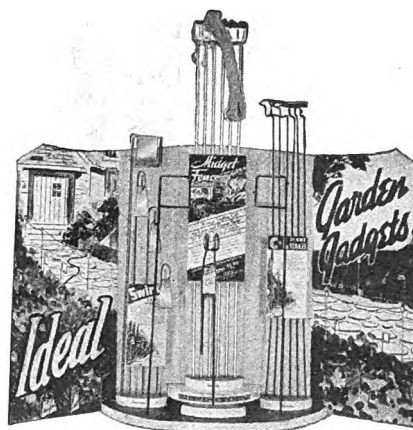
Pyrene Manufacturing Co.

560 Belmont Ave.

Newark, N. J.

Specify HT 21 when contacting maker or using Reader Service Form pages 8-9

GARDEN GADGETS



Prospects: Home owners, gardeners, nurseries, colleges, estates, etc.

Sales Features: This year the manufacturers of the "Ideal Garden Gadgets" have changed the names and packaging of their articles already on the market, and brought out several new ones. The complete line now consists of: Midget Fences, Handy Hose Holder, Duplex Label Markers, Wing Label Markers, Flag Label Markers, C-L Plant Stakes, Tower Plant Stakes and Labels, and Handy-Man Plant Stakes and Ties.

The "Midget Fence" was originally called the "Ideal Lawn Protector," and the "Handy Hose Holder" was known as the "Ideal Hose Holder." While they have been on the market for the last three years, this year they have been given new names, with a new label for the Handy Hose Holder, and new card packaging for the Midget Fence.

All of the gadgets, except the hose holder, are now attractively packaged on a card, depicting their use in the garden, with a general description.

Dealer Helps: Consumer folder; national advertising; a variety of cuts for newspaper advertising; a colorful display rack and posters (shown above) furnished free with an order of \$18.00.

Package and Shipping Weight: One to two dozen units.

Lansing Specialties Mfg. Co. Dept. HT, Lansing, Michigan

Specify HT 22 when contacting maker or using Reader Service Form pages 8-9

WATCH AND CLOCK DISPLAY



Dealer Helps: A colorful counter display piece (pictured above), together with an additional display for windows, is furnished free to any dealer ordering a supply of watches and clocks featured in the above display, totaling \$60.00 or more in a single shipment. The counter display measures 40 1/2" long, 14 1/8" deep, 22" high.

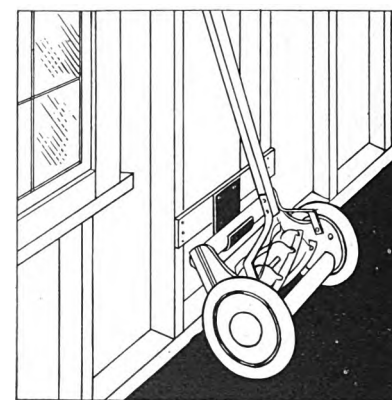
Suppliers: Wholesalers.

The Ingersoll-Waterbury Co.

Waterbury, Conn.

Specify HT 23 when contacting maker or using Reader Service Form pages 8-9

LAWN MOWER HOOK



Prospects: Homes.

Sales Features: The Lawn Mower Safety Hook, Model 90, is a valuable article designed for tool houses, garages, etc., where lawn mowers are kept. Keeps the mower in place. Bottom of bracket is mounted 6 1/2" from floor. Full instructions for installation on individual box.

Package and Shipping Weight: Packed one in a box.

Suggested Retail Price: 20c each.

Suppliers: Wholesalers.

Marvel Rack Mfg. Co., Inc.

Minneapolis, Minn.

Specify HT 24 when contacting maker or using Reader Service Form pages 8-9

PORTABLE CIRCULATING HEATER



Prospects: Homes, offices, cabins, cottages, filling stations, etc.

Sales Features: New low prices and improvements in design and construction details are the innovations of the 1940 line of Nesco Kerosene Circulating Heaters. The line contains a variety of models, 12 in all, in one and two burner sizes.

Some of the notable features are: Beautiful new style cabinet with rounded corners and trim lines; redesigned front and side louvers, which allow for greater passage of hot air into the room, and add to attractiveness of heater; choice of powerful Long or Short Chimney Burners—or economy type needle valve burners; steel reflector arc in Long Chimney model that reflects flame action, and directs heat out through the louvers; easy-to-light and regulate burners, readily accessible through new type, wide front doors; no connecting flues necessary—heaters easily transported from one room to another; rich, deep brown, crackled, baked japan finish.

National Enameling & Stamping Co. Milwaukee, Wis.

Specify HT 25 when contacting maker or using Reader Service Form pages 8-9

DUTCH OVEN



Prospects: Homes.

Sales Features: This new Copper Clad Stainless Steel Dutch Oven, No. 1585, has been designed for more economical "waterless" cooking of vegetables, etc., and top-of-stove roasting of meats. Its first cost is its last, as it is practically indestructible, being built for generations of hard, daily use. Due to its attractive design and careful construction, it may also be used for dining room service. It is always new-looking and easily cleaned.

The body is constructed of stainless steel—bottom clad with even-heating copper $1\frac{1}{2}$ times as thick as the stainless steel sidewalls—all welded construction—vapor sealed cover—heat resistant, black Bakelite trim.

Dealer Helps: Counter and window displays, consumer folders, counter demonstrators, etc.

Package and Shipping Weight: Packed individually in sturdy handsome, "Artcraft" carton; approx. shipping wt. per piece, 5 lbs.

Suggested Retail Price: \$8.00—slightly higher in the west.

Suppliers: Wholesalers.

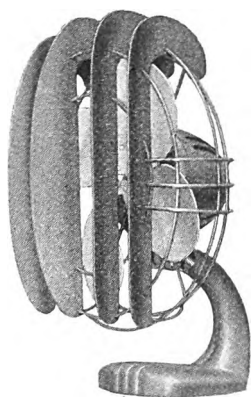
Revere Copper & Brass, Inc.

Rome Mfg. Co. Div.

Rome, N. Y.

Specify HT 26 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC FAN



Prospects: Homes, offices, etc.

Sales Features: Among the outstanding features of this new 12" non-oscillating fan, the "Scatter Breeze," are its efficient operation, attractive design and low cost.

The "Scatter Breeze" gives the performance of a 12" oscillating fan at less than the usual price of a 10" oscillator, it is claimed. With the patented "Breeze Spreader" designed as an integral part of the fan, it delivers steady, cool breezes over 70 per cent more area—no blasts or drafts, just a uniform movement of air delivered at the rate of 900 C.F.M. developed by 1540 R.P.M.

It is streamline in design and attractively finished in light gray with "Silchrome" blades.

Suggested Retail Price: \$12.95.

Victor Electric Products Co.

2950 Robertson Road, Oakley

Cincinnati, Ohio

Specify HT 27 when contacting maker or using Reader Service Form pages 8-9

BUTCHER KNIFE PACKAGE



Dealer Help: This new Carbon Steel Butcher Knife Package, No. 1800BD, consists of three dozen knives with a case (free) for displaying them. The glass front protects and prevents knives from rusting. The samples are priced and mounted as shown above, with a stock compartment in rear for surplus stock. All knives are fully guaranteed.

The package consists of the following: 1 doz. knives, with walnut handles, brass rivets and glazed blades, in 6", 7" and 8" lengths; 1 doz. with ebonwood handles, duralumin rivets, mirror blades, in 6", 7" and 8" lengths, and 1 doz. with walnut handles, brass rivets, hammer forged blades, in 6", 7" and 8" lengths.

Dealer's cost, \$12.00.

Package and Shipping Weight: Packed (including knives) approx. 24 lbs. each.

Suggested Retail Price: 25c to 70c each.

Suppliers: Wholesalers.

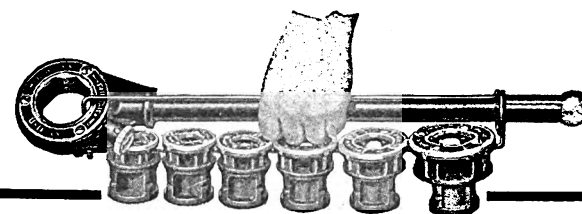
Landers, Frary & Clark

New Britain, Conn.

Specify HT 28 when contacting maker or using Reader Service Form pages 8-9



"COME, COME, SPEAK UP, GENTLEMEN
—WHICH ONE OF YOU IS FIRST?"



*Profit for You in the
speediest little
Ratchet Threader*



RIGID No. OR

wins your mechanic customers at once because it quickly cuts perfect threads on $\frac{1}{8}$ " to 1" pipe. Die heads snap out easily for changing, snap into ratchet ring from either side—can't fall out. Dies reverse for threading close-to-wall pipe—no special dies needed. Separate sets of semi-high-speed tool steel chaser dies, accurately cut, long wearing. A tough all-steel malleable-alloy tool. Patented carriers with all complete sets at no additional cost. Easy sales at a good profit. Call your Supply House today—or write us for information.

THE RIDGE TOOL CO. ELYRIA, OHIO

RIGID PIPE TOOLS

Specify HT 29 when contacting maker or using Reader Service Form pages 8-9

PAINT ODOR REMOVER



Prospects: Painters, home owners, etc.

Sales Features: "Rid" is a new preparation that has been developed to eliminate offensive inside painting odors. It is easy to apply, economical and effective—rooms may be painted without causing discomfort to the occupants. When this preparation is used, it is not necessary to have windows open for ventilation, and, therefore, painting may be done without inconvenience in winter as well as summer.

"Rid" mixes readily and completely with paint, varnish and enamel vehicles and needs only to be stirred into the paint before using. Usually one to two teaspoonfuls is used for each gallon of paint; however, the amount required varies with the individual paints. It is claimed the normal characteristics of paint—drying time, color, durability, etc.—will not be affected with the addition of this preparation.

Package: Home size (enough for one gallon paint), $\frac{1}{2}$ pt., 1 pt., also packed in 1 gal., 5 gal. and 55 gal. drums.

Suggested Retail Price: Home size, 25c; $\frac{1}{2}$ pt., \$1.75; 1 pt., \$3.00 del'd. For industrial uses, price upon request.

New Dorp Chemical Co.

280 Broadway, Suite 411

New York City, N. Y.

Specify HT 30 when contacting maker or using Reader Service Form pages 8-9

FISH BAIT



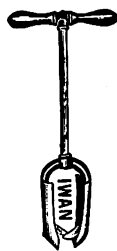
Prospects: Fishermen.

Description: "Peck's Bad Boy," a new cork-bodied lure, is a high-riding, popping bug. Lively effects are brought out through the use of feather streamers. These always restless streamers, together with the high-riding feature, are said to give the lure a special appeal to game fish.

Finished in waterproof enamel, available in six tried color patterns.

E. H. Peckinpough Company **Chattanooga, Tenn.**
Specify HT 31 when contacting maker or using Reader Service Form pages 8-9

POST HOLE AUGER

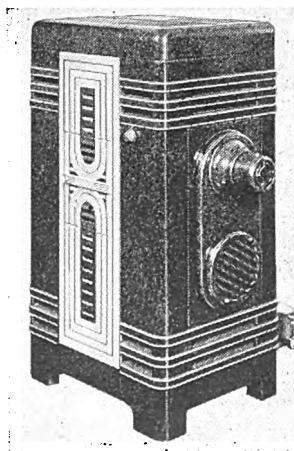


Prospects: Home owners, farmers, mechanics.

Description: This new post hole and well auger has two high carbon steel blades riveted to a strong malleable casting, which form the bowl. Little pressure is required to force the auger into the earth. It is also available with an extension handle.

Iwan Bros. **South Bend, Ind.**
Specify HT 32 when contacting maker or using Reader Service Form pages 8-9

OIL HEATERS



Prospects: Summer camps, farm and suburban homes, tourist cabins, automobile trailers.

Sales Features: Both circulating and radiant type fuel oil heaters are included in the new 1940 Duo-Therm line. The

circulators include both upright and console type units and also special models for tourist cabins and automobile trailers. In all, the line includes fifteen different models. Some of the features incorporated in these units include exclusive bias baffle burner standards, assuring clean, silent, efficient performance on all stages of fire; special waste stoppers, for greater economy of operation; radiant doors on both the upright and console circulators, and handy front dial controls. A feature now available on all models is the "Duo-Therm Power-Air" unit, an inexpensive package blower unit which may be quickly installed to provide the stove-heated home with the same forced heat circulation as a modern blower-equipped basement furnace. In addition to the squirrel cage type blower, this unit consists of a special air-cooled motor, a metal housing and a directional grille, which enables the user to direct the flow of air to meet both summer and winter requirements.

Motor Wheel Corporation
Duo-Therm Division **Lansing, Michigan**
Specify HT 33 when contacting maker or using Reader Service Form pages 8-9

BOAT



Prospects: Sportsmen.

Description: The "Dolphin Kayak" is a lightweight, portable, two-seater boat. A tough drill cloth covering is stretched drum-tight over a well constructed frame. Manufacturer claims this covering is given the same waterproofing treatment that airplane fabric receives, making it a highly durable covering that will retain its bright finish for many seasons. Space for fishing tackle, lunches and other sundries necessary for a holiday trip are provided in the covered deck compartments.

The "Dolphin Kayak" is 12' in length; depth is 15"; beam, 33 1/2"; cockpit, 5'22"; weight, 35 lbs.

Finished in bright, highly polished colors: red, green or Yale blue.

Suggested Retail Price: \$28.75.

Dolphin Kayak Co.
607 Ridge Road **Wilmette, Ill.**
Specify HT 34 when contacting maker or using Reader Service Form pages 8-9

BIRD CAGE BRACKET



Prospects: Homes, pet shops.

Description: A new low-priced Bird Cage Bracket, No. 2952, has recently been introduced.

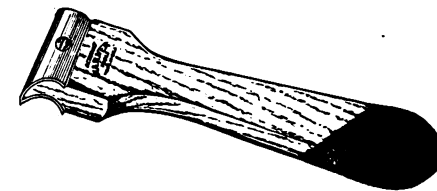
The bracket is 10" long, finished in gold bronze, nickel, green or ivory enamel; complete with screws.

Attractively packaged on a card.

Package and Shipping Weight: Packed 1 dozen in a box.
Suppliers: Wholesalers.

H. L. Judd Company, Inc. **Wallingford, Conn.**
Specify HT 35 when contacting maker or using Reader Service Form pages 8-9

FLOOR SCRAPER



Prospects: Homes, floor refinishers, cabinet makers, painters

Description: This new Floor Scraper No. 800 has a handle that affords a real grip with ample space provided for applying pressure over the blade with one hand, while drawing the tool forward with the other. The "curved" blade is double-edged so that when one edge becomes worn it may be reversed. It is also adjustable, and as wear takes place, it may be moved forward by merely loosening the clamping screw, which holds the curved steel reinforcing plate firmly against the cutting blade. The forward edge of the reinforcing plate contacts and applies pressure about 1/4" of an inch back of the blade's actual cutting edge, providing stability and firmness, and preventing "chattering" and unproductive strokes. Made in three sizes: with 10" handle and 2 1/2" blade; 8" handle and 1 3/4" blade, and 6" handle and 1" blade. Handles are of varnished ash; blades are replaceable, extra heavy gauge.

Dealer Helps: Consumer literature; display carton, with one dozen scrapers.

Shipping Weight: 1 doz. large-size scrapers, 4 lbs.; medium size 3 lbs.; small size, 2 lbs.

Suggested Retail Price: Large size, 50c; medium size, 25c; small size, 15c. Extra blades, 25c, 13c and 8c.

Suppliers: Wholesalers.

Warner Manufacturing Co.
805 16th Ave., S. E. **Minneapolis, Minn.**
Specify HT 36 when contacting maker or using Reader Service Form pages 8-9

FUSE PLUG DEAL



Dealer Help: A new revolving display stand, designed to hold 50 Handy-5-Packs of Royal Crystal Glass Top Plug Fuses (a total of 250 fuses), is given free of charge with this new Royal deal.

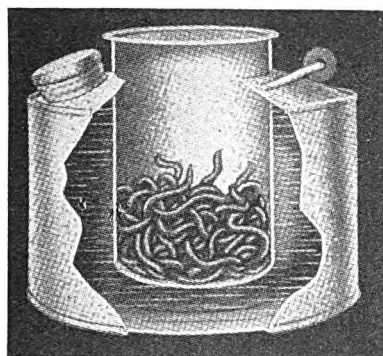
The revolving display stand has an attractive multicolor sign printed on both sides. The stand is sturdily built to last—measures 21" high by 10 1/2" wide, and is finished in bright rustproof plate.

Shipping Weight: 23 lbs.

Suppliers: Wholesalers.

Royal Electric Company, Inc.
98 Grand Ave. **Pawtucket, R. I.**
Specify HT 37 when contacting maker or using Reader Service Form pages 8-9

WORM BUCKET



Prospects: Fishermen.

Sales Features: The construction of this new Robin Fresh Bait Bucket is much the same as the principle of the double boiler. The worm container is built into a larger bucket that acts as a water jacket. Keeping cold water in this jacket causes condensation in the worm container, which supplies the oxygen and moisture that keeps worms alive and peppy over a long period.

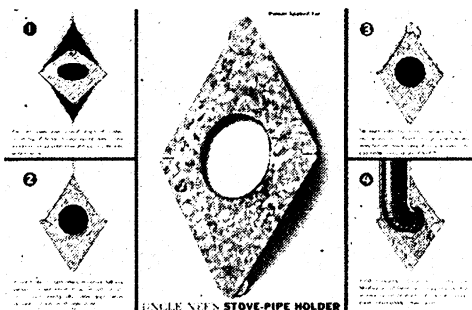
Suppliers: Wholesalers.

Thomas Bait Can Co.

Lake Geneva, Wis.

Specify HT 38 when contacting maker or using Reader Service Form pages 8-9

STOVE-PIPE HOLDER



Prospects: Campers, hunters, sheep herders, miners, etc.
Description: "Uncle Nef's" Stove-Pipe Holder, for tents, covered wagons, cabins, etc., is sturdy, simple, quick and easy to install. Made in one piece of rustproof galvanized; has no screws or posts to "jimmy"—no parts to be lost, and cannot be damaged in packing.

May be used on end, side or top. Comes in 5" round and 6" round and oval sizes—other sizes to order. 21" long, 14" wide; net weight, 21 ozs.

Instruction label attached to each unit.

Suggested Retail Price: \$1.00 each, f.o.b. Seattle.

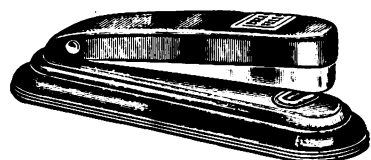
Uncle Nef's Stove-Pipe Holder Co.

317 1/2 Wall St.

Seattle, Wash.

Specify HT 39 when contacting maker or using Reader Service Form pages 8-9

DESK STAPLER



Prospects: Students, teachers, engineers, professional men and women, housewives, nurses, all types of office workers, etc.

Sales Features: The "Presto" is a new, popular priced stapler that has just appeared on the market. Its small handy

size and light weight, together with its precision action, make it an efficient, speedy and easy-to-operate stapler for any average requirement. It is streamline in design and attractively finished in wine color, with black rubber base. Holds 100 staples, easily loaded. A unique feature is the reserve magazine in the base of the stapler, which holds 400 extra staples.

Shipping Weight: 86 lbs. per gross.

Suggested Retail Price: 50c, complete with 500 staples.

Metal Specialties Mfg. Co.

3200 Carroll Ave.

Chicago, Ill.

Specify HT 40 when contacting maker or using Reader Service Form pages 8-9

FOLDING CHAIR



Prospects: Homes, campers, picnickers, car owners.

Sales Features: Easy to open, easy to close—the "Tuckaway" is the ideal solution for the extra chair. Can be carried under the arm to the beach, to the picnic, or may be used as a spare auto chair. Will safely support 350 lbs.

Folded, the "Tuckaway" takes little space, fitting into an envelope 9" x 13". Is ready for use in three simple operations. The seat is made of strong striped material in attractive color combinations. Height from floor, 14"; seat width, 16", depth, 9"; weight, approximately 3 lbs.

Dealer Helps: Newspaper mats.

Morris Rosenbloom & Co.

29-33 St. Paul St.

Rochester, N. Y.

Specify HT 41 when contacting maker or using Reader Service Form pages 8-9



"I HIRED HIM TO WATCH FOR SHOP-LIFTERS
AND ALL DAY HE'S BEEN THERE!"

THERE'S 100 QUICK SALES



**And PROFITS
In EVERY BOX**

**OF
PAINE SPRING WING
TOGGLE BOLTS**

For 28 years, PAINE Toggle Bolts have been the first choice of Home Owners, Hotels, Factories, Janitors, Handymen, Carpenters, Electricians, Plumbers and other tradesmen for anchoring brackets, hooks, pipe straps, electrical equipment, plumbing fixtures and other devices in hollow walls and ceilings. The spring wings are easily compressed and automatically spring to an anchoring position when slipped through bolt hole. PAINE Toggle Bolts are ruggedly constructed for long dependable service and Cadmium Plated to resist rust and corrosion. Our National Trade Publication Advertising to over 400,000 tradesmen, institutions and factories assures you of a steady demand and substantial profit. Ask your Jobber for PAINE Spring Wing Toggle Bolts TODAY or write for catalog featuring our complete line of Toggle Bolts, Lead Anchors, Malleable Anchors, Fibre Plugs, Pipe Strap, Outlet Box Hangers, Drills and Switch Boxes.

THE PAINE COMPANY

2947 CARROLL AVE., CHICAGO, ILL.

New York Warehouse & Sales

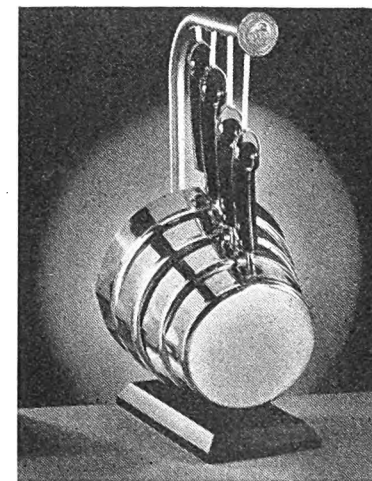
48 Warren St.

Representatives in Principal Cities.



Specify HT 42 when contacting maker or using Reader Service Form pages 8-9

SKILLET DISPLAY STAND



Dealer Help: A new stand for displaying Revere Copper Clad Stainless Steel Ware Skillets is being offered to dealers, without charge, with orders for two of each size or six French Chef type skillets, or two of each size or eight double-lipped skillets.

Silver and ebony finished, with a handsome chromium and Persian orange emblem—occupies less than 3/4 foot of counter or table space.

Suppliers: Wholesalers.

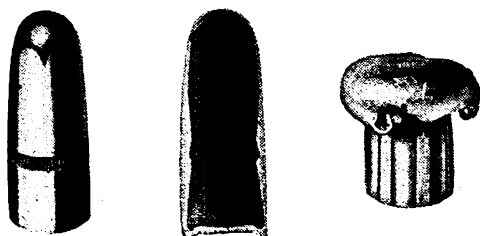
Revere Copper & Brass, Inc.

Rome Mfg. Co. Div.

Rome, N. Y.

Specify HT 43 when contacting maker or using Reader Service Form pages 8-9

SOFT POINT BULLET



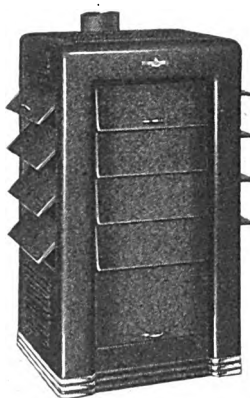
Prospects: Game hunters.

Sales Features: A new and improved soft point bullet, known as the "Core-Lokt," has been designed for center fire sporting rifle cartridges, and features controlled mushrooming. A new type of notched jacket tip not only makes the bullet readily recognizable to the hunter, but also includes many other advantages. The special notching of the jacket provides directional spreading lines for absolutely uniform expansion. Jacket is made heavier at base to prevent bullet disintegration and at the same time lock the lead core, retaining a compact mass of non-disintegrating bullet to the full depth of penetration and energy. Such controlled expansion helps prevent perforations; non-disintegration localizes the wound and avoids waste of edible meat. Mushrooms to about twice caliber at hunting ranges, with ballistics standard for specified bullet weight.

The "Core-Lokt" soft point is now available in 14 sizes: .25 Remington; 25/35; .30/30 (two bullet weights); .30 Remington; .30/40 (two bullet weights); .30/06 (two bullet weights); .300 Savage; .303 Savage; .32 Special; .32 Remington; .35 Remington.

Remington Arms Company, Inc. Bridgeport, Conn.
Specify HT 44 when contacting maker or using Reader Service Form pages 8-9

OIL HEATERS



Prospects: Homes.

Sales Features: The new line of Superfex Oil Burning Heaters includes several sizes of heat-director models with new top and base lines. The heat-directors are equipped with series of shutters on sides and front, a patented feature, by means of which radiant heat can be directed outward or downward at any desired angle, to warm the floor. A special feature of the new models is a space provided in the back of the outer casing for the insertion of an electric blower for exceptionally difficult heating jobs, such as remote alcoves and adjoining connected rooms. The blowers, which are of the furnace type, but in smaller size, can be installed either before or after installation of the heaters themselves. Finished in blended brown porcelain enamel, with chromium trim. Various types and sizes available.

Perfection Stove Co.
7610 Platt Avenue Cleveland, Ohio
Specify HT 45 when contacting maker or using Reader Service Form pages 8-9



DOOR HOLDER—Here is a door holder with a new adjustable replaceable shoe, which manufacturers claim to be positively non-skid, will not slip or move on any surface. This new shoe consists of a metal reinforcing core to which is vulcanized a rubber covering, corrugated on the bottom, making it a solid unit. These new features are available on the "Adjust," "Master," "Standard," "Peerless," and "Deluxe" types of door holders.

Grand Specialties Co. 3102 W. Grand Ave., Chicago, Ill.
Specify HT 46 when contacting maker or using Reader Service Form pages 8-9

FLOOR SEALER—Valdura Floor Sealer is applied with a mop or brush. One coat only is needed to cover about 800 square feet of floor surface to the gallon. A minimum of three or four hours' drying time is all that is necessary before the floors are subjected to foot traffic. Manufacturers will gladly send more details of this new product and its uses.

American Asphalt & Paint Co. 43 E. Ohio St., Chicago, Ill.
Specify HT 47 when contacting maker or using Reader Service Form pages 8-9

VITAMIN B1 CARTRIDGE—An ideal and easy method of applying Vitamin B1 to plants, shrubs, trees and grass. Hy-grade Hozze Gun with "Clearview chamber," \$3.50; all metal chamber, \$2.75; cartridges, \$3.50 per dozen.

Hy-Grade Colloidal Insecticide Co., Inc.
109th St. & Jamaica Ave. Richmond Hill, L. I., N. Y.
Specify HT 48 when contacting maker or using Reader Service Form pages 8-9

UTILITY TABLE—Four attractive fiesta colored Utility Tables, of all-metal construction. Size: top 14"x22"x18" high; weight, 8½ lbs., each packed individually.

Hamlin Metal Products Co. Exchange at Water Sts., Akron, Ohio
Specify HT 49 when contacting maker or using Reader Service Form pages 8-9

RADIOS—Exclusive innovations in tone and design are incorporated in the special Deluxe line of radio receiving sets, which will be shown for the first time during June. These Deluxe sets will augment the regular 1941 line.

Stewart-Warner Corp. 1828 W. Diversey, Chicago, Ill.
Specify HT 50 when contacting maker or using Reader Service Form pages 8-9

WINDOW FRAMES—Klauser "Duo-Vent" Metal Window Frames are now equipped with a new "D-V" Sash Fastener. This fastener is made of heavy stamped steel and has an indefinite life. "Duo-Vent" frames are made of heavy galvanized steel, are low in first cost, and available for use with all standard sizes of 1⅛" wood barn sash. Write for further details and price.

Klauser Mfg. Co. Dubuque, Iowa
Specify HT 51 when contacting maker or using Reader Service Form pages 8-9

FLUORESCENT LIGHT TESTER—A precision instrument, known as the "Fluortest," is now available for testing fluorescent tubes, ballasts and other equipment, both before and after erection. "Fluortest, Jr." is also ready for testing completed installations and fixture assemblies in wired circuits only.

Zephyr-Lite Mfg. Co. 169 N. Racine Ave., Chicago, Ill.
Specify HT 52 when contacting maker or using Reader Service Form pages 8-9

STRAPPING TOOL—Combining a table, a coil holder, and an adjustable strapping tool mount the new Acme No. 2 Strapping Unit is designed to apply steel straps to packages accurately and expeditiously. Made with several types of table tops for strapping shoos, stakes, bundles, cartons or odd-shaped packages.

Acme Steel Co. 2840 Archer Ave., Chicago, Ill.
Specify HT 53 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 11)

THUMB SCREW ASSORTMENT

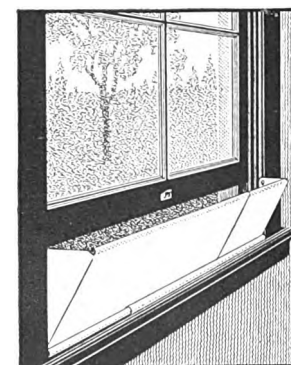


Dealer Helps: This No. 100 Thumb Screw Assortment consists of 100 cold-forged thumb screws—used for replacements on household appliances, tools, machinery, electrical devices, automotive accessories, etc.—all packed in a container that sets up into an attractive counter display. The box is printed in black and yellow, and takes up only 4¾"x7" counter space. The assortment contains the following sizes: 3/16"—24x1"; 3/16"—24x1¼"; ¼"—20x1"; ¼"—20x1½"; ¼"—20x2"; 5/16"—18x1"; 5/16"—18x1½"; 5/16"—18x2"; 3/8"—16x1½"; 3/8"—16x2". Dealer's cost, \$1.50, complete.

Suggested Retail Price: Average retail value, \$3.50.
Suppliers: Wholesalers.

Parker-Kalon Corp.
190-200 Varick St. New York City, N. Y.
Specify HT 54 when contacting maker or using Reader Service Form pages 8-9

WINDOW VENTILATOR



Prospects: Homes, offices, factories, etc.

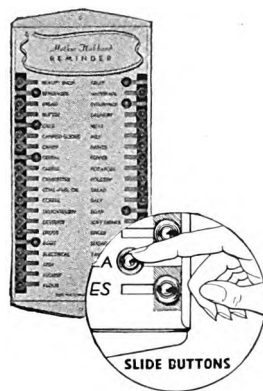
Sales Features: The outstanding features of this new window ventilator, the "Windovent," are its low cost and all-metal construction. It is claimed to be as effective in protecting rooms from drafts, wind-driven rain or snow as the metal and glass type, without requiring that it be handled with great care to prevent breakage. It has an adjustable width that adapts itself to windows from 20" to 36" width, and it does not interfere in any way with the opening or closing of window.

Standard finishes are in ivory, green and white, but other colors are supplied where desired.

Package & Shipping Weight: 1 doz. in carton; wt. 12 lbs.

Patent Novelty Co.
Eighth Avenue Fulton, Illinois
Specify HT 55 when contacting maker or using Reader Service Form pages 8-9

KITCHEN REMINDER



Prospects: Housewives.

Description: With the new "Mother Hubbard" Kitchen Reminder, No. M-65W, there are no old fashioned pegs to get lost, being cleverly constructed in all-one-piece—an easy gesture with the finger, and indicator is in position. Over 40 household items and services are listed on the board. It is constructed of strong, lightweight metal, and finished with a high lustre enamel in ivory and red. Size: 11 1/4" x 5". Also available in gold bronze finish (No. M-65) and silver finish (No. M-65S).

Package and Shipping Weight: Packed: individual tuck-end cartons; wt. 12 oz. 1 doz. to a shipping carton; wt. 9 lbs. **Suggested Retail Price:** 49c.

Suppliers: Wholesalers.

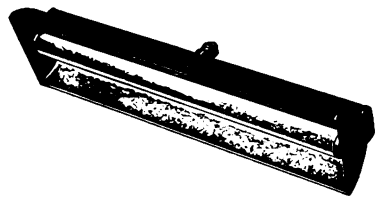
Chas. D. Briddell, Inc.

North Main St.

Crisfield, Md.

Specify HT 56 when contacting maker or using Reader Service Form pages 8-9

FLUORESCENT LAMP



Prospects: Homes, drafting rooms, showrooms, print shops, game rooms, stores (general store lighting), machine shops, factories, etc.

Sales Features: The new "Fluralamp Adaptor" is ready for instant use anywhere—it is as easy to install as inserting a light bulb. The following new and improved features are embodied in this lamp: Costly and noisy reactors and transformers have been eliminated. The special "step-down" feature minimizes consumption of current—is unbreakable, cannot get out of order. Power factor has been corrected practically 100%. Hanging lugs on either end are provided, and swivel plug permits full adjustment on a horizontal plane. Extremely light in weight. Universal—suitable for both AC or DC current. Finish: outside, baked wrinkled steel gray; inside, baked white enamel. Available in two popular sizes: 18 inch (No. 556) and 24 inch (No. 550).

Dealer Helps: Descriptive folder.

Package and Shipping Weight: Packed one to a carton—18 inch, weight, 3 lbs.; 24 inch, weight, 4 lbs.

Suggested Retail Price: List price: 18 inch, \$6.10 (less bulb); 24 inch, \$7.80 (less bulb).

Eagle Electric Mfg. Co.

59-79 Hall Street

Brooklyn, N. Y.

Specify HT 57 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

GREASE EMULSIFIER—"Dissolvo" is a concentrated grease emulsifier for cleaning everything from garage floors to automotive engines. A brand new product just on the market.

E. I. du Pont de Nemours & Co.

Wilmington, Dela.

Specify HT 58 when contacting maker or using Reader Service Form pages 8-9

STRAIGHT FLOW VALVES—The conical poppet in these noiseless foot valves is made of natural rubber if water is to be handled; if gas or oil, the material is of synthetic rubber. Flexible edges of the valve bend inward on every intake stroke, permitting "straight flow."

The White Machine Works

Fort Wayne, Ind.

Specify HT 59 when contacting maker or using Reader Service Form pages 8-9

BUG REMOVER—A powder sold in a shaker-top container, known as the "du Pont Bug Remover," just placed on the market as a means for removing old and new "bug deposits" from automotive windshields and bodies.

E. I. du Pont de Nemours & Co.

Wilmington, Dela.

Specify HT 60 when contacting maker or using Reader Service Form pages 8-9



BEARD ERASER—"Vestpok" Dry Shaver furnishes a two-fold hand-out circular depicting the various uses of this vest-pocket aid to all shavers.

Vestpok, Inc.

11 W. 42nd St., New York City, N. Y.

Specify HT 61 when contacting maker or using Reader Service Form pages 8-9

WATER HEATER CONTROL—"Money to Burn" is the title of one of three attractive dealer helps containing a short story of interest to users of gas water heaters, regarding the "Savutime" push-button control of water heater from bath, kitchen or laundry.

Savutime Sales Co.

94 Manhattan St., Rochester, N. Y.

Specify HT 62 when contacting maker or using Reader Service Form pages 8-9

FRUIT JUICER—A 17"x11" two-color folder, with space for dealer imprint, gives seven outstanding points as to the value of "Zippy Juicer." A guarantee certificate is also reproduced on the folder.

Jiffy Juicing Machines, Inc.

317 1/2 Wall St., Seattle, Wash.

Specify HT 63 when contacting maker or using Reader Service Form pages 8-9

AVIATION CHRONOGRAPH—The nine features of the Aviation Chronograph, which contains nine precision timepieces in one unit, are fully described in a highly illustrated two-color dealer's folder, with ample room for dealer imprint.

Jardur Import Co.

23 W. 19th St., New York City, N. Y.

Specify HT 64 when contacting maker or using Reader Service Form pages 8-9

PAINT DEODORIZER—The advantages of "Rid" for after-odor control of paints is fully described in a little four-page envelope enclosure.

New Dorp Chemical Co.

280 Broadway, Suite 411

New York City, N. Y.

Specify HT 65 when contacting maker or using Reader Service Form pages 8-9

FLUORESCENT LAMP—A 17"x11" dealer help folder describes a number of new and improved features, together with illustrations of various uses of the "Fluralamp."

Eagle Electric Mfg. Co., Inc.

59-79 Hall St., Brooklyn, N. Y.

Specify HT 66 when contacting maker or using Reader Service Form pages 8-9

KITCHEN REMINDER—"For Her Majesty The Housewife!" is the title of an attractive four-page folder in colors showing the several unique features of the "Mother Hubbard" Kitchen Reminder.

Charles D. Briddell, Inc.

Crisfield, Md.

Specify HT 67 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 12)



Judd 4-Purpose Bathroom Shelf-Bracket Set No. 799 (pat. app. for)



Left unit—soap dish and bracket



Right unit—glass holder, other bracket

FREE DISPLAY Sells New Fixture Profitably

A fast-moving item that looks like a dollar's worth but can be sold profitably at 25c retail is Judd's new bathroom bracket set No. 799 (pat. app. for)—four fixtures in one: glass holder, toothbrush holder, soap dish and brackets for a glass shelf. Finished in bright, lasting nickel or white enamel, this set is handy, compact, strong, easily installed.

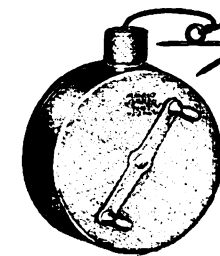
Attractive display—tile-like background in the cheery colors of the modern bathroom—available without charge with order for 3 doz. pr. Set it up on a front counter, and watch profits grow. Ask your jobber or write for details.



H. L. JUDD COMPANY
INCORPORATED
WALLINGFORD, CONNECTICUT
NEW YORK CITY OFFICES AND SALESROOM
87 CHAMBERS STREET

Specify HT 68 when contacting maker or using Reader Service Form pages 8-9

LINE CHALKING REEL



Prospects: Carpenters, decorators, stone masons, and all mechanics requiring a chalked line.

Description: With this new Line Chalking Reel No. 133, the line may be played out or reeled in quickly, eliminating snarled and tangled chalk lines, and the necessity of hand chalking. The case protects the line from damage. Both ends of the shaft pass through the case assuring a centered, free-acting movement of the reel at all times. The case is easily opened and refilled with chalk by removing shaft end nut, and lifting off case. Each tool is equipped with 50 feet of line on the reel and powdered chalk in the case. A hook and point pin is attached to the free end of the line.

Dealer Helps: Consumer literature.

Package and Shipping Weight: Packed one in a box; shipping weight, one pound.

Suggested Retail Price: \$1.00.

Suppliers: Wholesalers.

Warner Manufacturing Co.

805 16th Ave., S. E.

Minneapolis, Minn.

Specify HT 69 when contacting maker or using Reader Service Form pages 8-9

2183783

SCALE DISPLAY CARTON



Dealer Help: A new carton that serves also as a counter display is now available to dealers.

It holds 12 "Viking, Jr." Scales (low price, pocket-size spring balance) but takes only little room on a counter—6½" x 6¼". The top of the box is die cut and scored and folds back in the usual fashion to form a very attractive display. A special panel provides room for the dealer to mark his retail price.

Hanson Scale Co.

523 No. Ada Street

Chicago, Ill.

Specify HT 70 when contacting maker or using Reader Service Form pages 8-9

GAS RANGE



Prospects: Homes.

Sales Features: The notable feature of this new "Marquette" Range is the new knee-high Rollo-Matic deep broiler with polished aluminum smokeless pan, reflector and rack. In operation, the broiler glides out automatically when door is opened. The pan and rack are adjustable to any height, making it both possible and practical to broil meat loaf, chickens, even turkeys with the most satisfactory results. Other standard features incorporated in this range are: automatic Robertshaw combination oven heat control; one Giant and three double-action Multi-speed simmer-save top burners; two automatic top burner flash lighters; Reflecto bowl porcelain cast iron top grates; cast porcelain removable grids; acid-resisting porcelain cooking top and covers; two porcelain drip pans and folding split top covers. Visa-Glas Pyrex oven door, electric light and switch are also available at a slight additional cost.

For natural, manufactured or bottled gas.

Round Oak Company

Dowagiac, Mich.

Specify HT 71 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

LAMPS—An average of 17% drop in the prices of Mazda Lamps for homes, stores, offices, factories, and special uses has been announced.

General Electric Co.

Nela Park, Cleveland, Ohio

Specify HT 72 when contacting maker or using Reader Service Form pages 8-9

LAMPS—Price reductions averaging approximately 17% and affecting more than 100 types and sizes of Westinghouse Mazda Lamps have just been announced as effective June 1.

Westinghouse Electric & Mfg. Co. Lamp Division, Bloomfield, N. J.

Specify HT 73 when contacting maker or using Reader Service Form pages 8-9

RADIOS—A complete new line of Crosley radios, radio-phonograph combinations and home recording models, with price range from \$7.96 to \$149.95 are included in the 1941 line. Advertising program in national magazines has been increased, and a number of new dealer helps added.

The Crosley Corporation

Cincinnati, Ohio

Specify HT 74 when contacting maker or using Reader Service Form pages 8-9

FLASH BULBS—A radical price reduction in flash bulbs and incandescent lamps is announced by Wabash. These price reductions range from 2c to 10c per lamp on standard electric light bulbs.

Wabash Photolamp Corp.

335 Carroll St., Brooklyn, N. Y.

Specify HT 75 when contacting maker or using Reader Service Form pages 8-9

WIRE SCREEN CLOTH—An attractive dealer help folder, with the selling title "Be Window Wise—Buy Full Size Screens," is ready for distribution to hardware dealers.

Wire Screen Cloth Manufacturers' Institute

74 Trinity Place

New York City, N. Y.

Specify HT 76 when contacting maker or using Reader Service Form pages 8-9

PORTABLE ELECTRIC SANDER—The large profit possibilities of renting, together with the outline of a Rental Merchandising Plan, and a four-page envelope enclosure, are ready for those dealers able to take advantage of this new merchandising method.

Skilsaw, Inc.

5033 Elston Ave., Chicago, Ill.

Specify HT 77 when contacting maker or using Reader Service Form pages 8-9

PRIZE CONTEST—Promoted in color advertisements to millions of readers, through nine great national magazines, this 1940 Prize Tackle Contest should be of interest to your fishermen customers.

Horrocks-Ibbotson

Utica, N. Y.

Specify HT 78 when contacting maker or using Reader Service Form pages 8-9

PAINT—An attractive display stand and a complete sales setup are part of the promotion behind "Pol-Mer-Ik" Boiled In Cans.

Archer-Daniels-Midland Co.

Minneapolis, Minn.

Specify HT 79 when contacting maker or using Reader Service Form pages 8-9



STORE FIXTURES—Glass holders, screen racks, rope racks, wire measuring machines and a number of other pieces of dispensing equipment are fully described in a 16-page and cover catalog, now ready for distribution.

Marvel Rack Mfg. Co., Inc.

Minneapolis, Minn.

Specify HT 80 when contacting maker or using Reader Service Form pages 8-9

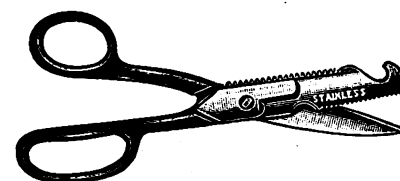
GARDEN GADGETS—A complete portfolio describing various garden gadgets, together with dealer help folders, are available for hardware dealers.

Lansing Specialties Mfg. Co.

Dept. HT, Lansing, Mich.

Specify HT 81 when contacting maker or using Reader Service Form pages 8-9

KITCHEN SHEAR



TAKEN APART
FOR EASY CLEANING



Prospects: Housewives.

Description: This Kum-A-Part Shear is a handy, many purpose kitchen tool—can be used for cutting up poultry, tenderizing meat, scaling fish, etc. It likewise has a safety catch-lifter. The shear is easily taken apart for quick and thorough cleaning.

The blades are of high quality stainless steel, mirror finished, and the reversed serration of blade prevents slipping. The long handle gives added leverage that makes hard cutting easy. Handles are available in a variety of colors.

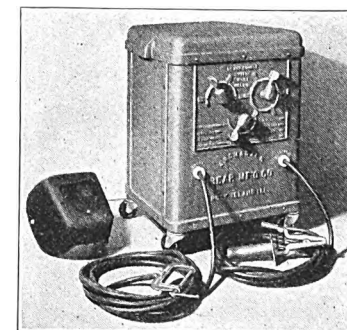
H. Boker & Co.

101 Duane Street

New York City, N. Y.

Specify HT 82 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC WELDER



Sales Features: This new A. C. "Arcmaster" Welder features a unique multiple coil transformer design that assures an even flow of current to the electrode, an improved safety construction that provides complete protection of the operator, and low cost that is at approximately the same price level as single coil transformer arc welders. Built for heavy duty operating conditions, this all-metal unit has transformer laminations of silicon steel and over-size core and wire to withstand heat created under constant usage, prevent insulation breakdown, and avoid complete burnouts.

The entire welder case is made of heavy cast aluminum for rapid heat dissipation. The unit is furnished in three models with ranges of 10-200 amperes, 10-250 amperes and 10-300 amperes. All models have 220, 60-cycle voltages. Each unit includes 20 ft. ground cable, 20 ft. electrode cable, head shield, rod holders, and assortment of rods. All models fully approved by Underwriters' Laboratories.

Bear Mfg. Co.

Rock Island, Ill.

Specify HT 83 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 13)

AVIATION CHRONOGRAPH



Prospects: Sportsmen, radio announcers, aviators, motorists, motion picture men, technicians, doctors, etc.

Sales Features: This new Aviation Chronograph, No. 960 (exact size shown above), is said to be shockproof, dust-proof, waterproof and non-magnetic. Actually nine precision timepieces in one unit—regular wrist watch; time-out watch; stop watch; Tachometer; Bezelometer; 12-hour register; 30-minute register; 60-second timer, and Degreemeter. Two of its newest features are the "Bezelometer," which will automatically, at any time, show the time remaining (unelapsed time) on any trip, flight or industrial operation, and the "Degreemeter," which is valuable for timing turns.

Mechanism: 17-jewel, modern Swiss construction; case: satin-finish, rustproof, solid stainless steel; unbreakable, electrically sealed "Lucite" crystal.

While referred to as an "Aviation Chronograph," it is adaptable for use in other fields, as different types of dials can be incorporated to suit individual's needs.

Dealer Helps: Descriptive circular. Special low prices offered to dealers.

List Price: \$125.00.

Jardur Import Co.

23 W. 19th St. New York City, N. Y.
Specify HT 84 when contacting maker or using Reader Service Form pages 8-9

BACON BROILER



Prospects: Homes, restaurants, hotels, tea rooms, etc.

Description: The "Bacon Crisp Broiler" is a scientifically designed utensil that eliminates curling up of bacon and splattering of grease. The bacon is placed on broiler and fried over a low flame, crisping both sides of bacon flat at the same time. Bacon prepared with this utensil is practically greaseless, as the grease drains into drip pan. It may also be used for grilling sandwiches. Available in bright cold rolled steel or chrome plated.

Package and Shipping Weight: Packed 2 dozen to carton; weight per dozen, 17 lbs.

The Hamlin Metal Products Co.

Exchange at Water Sts. Akron, Ohio
Specify HT 85 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

ENGINEERING HANDBOOK—This engineering handbook consists of 73 pages and gives full sized detailed drawings of various pliers and plier action tools, and is produced as an aid to manufacturers and their engineering departments.

The Wm. Schollhorn Co. Engineering Dept., New Haven, Conn.
Specify HT 86 when contacting maker or using Reader Service Form pages 8-9

PORTABLE HOUSES—CLOSE-TO-NATURE Portable Canvas Play Houses are completely pictured and fully described in a broadside now ready for distribution.

The Monroe Co. Colfax, Iowa
Specify HT 87 when contacting maker or using Reader Service Form pages 8-9

TABLE TENNIS—A 1940 catalog showing a complete line of table tennis equipment, together with trade discounts, is now ready for distribution to dealers having a sporting goods department.

Harvard Table Tennis 60 State St., Boston, Mass.
Specify HT 88 when contacting maker or using Reader Service Form pages 8-9

MERCHANDISING GUIDE—The 1940 edition of the Goodrich Red Book is now available for hardware dealers handling either tires, batteries or automotive accessories. Attractively printed and illustrated in color, the booklet covers complete merchandise lines, with brief selling highlights for easy dramatization of sales stories by sales-minded dealers.

The B. F. Goodrich Co. Akron, Ohio
Specify HT 89 when contacting maker or using Reader Service Form pages 8-9

PIPE TOOLS—Threaders, pipe cutters and power units are fully described in a new 24-page catalog, which is now ready for distribution to interested dealers.

Beaver Pipe Tools 640 Watson Ave., Warren, Ohio
Specify HT 90 when contacting maker or using Reader Service Form pages 8-9



"WHAT'S THE IDEA, ARE YOU TRYING TO SELL ME A COCK-EYED LEVEL?"

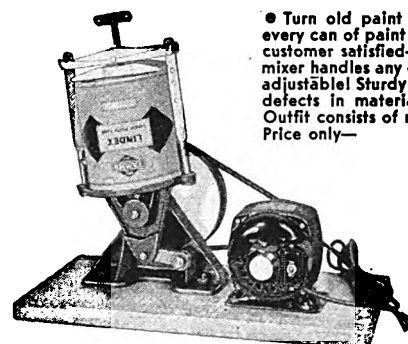
ANNOUNCING The New Tamms FLOOR DYE and Self-Polishing Wax



Beautifies Cement Floors - Waterproofs-Dustproofs

It's the ideal material for exterior or interior concrete surfaces! Entirely different from enamel floor paint, TAMMS FLOOR DYE penetrates into the pores, making a waterproof surface! Comes in 6 attractive shades—is more durable—LASTS LONGER! For added protection use TAMMS Self-Polishing WAX. Available same colors as DYE, also comes in clear solution for use on linoleum and wood floors. Samples—Prices on Request!

Tamms Paint Mixer and Agitator



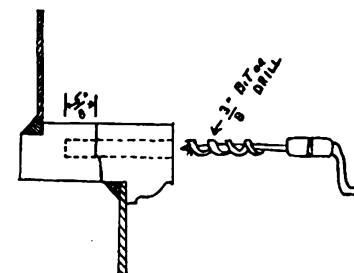
• Turn old paint stocks into "liquid" assets! Mix every can of paint before it leaves your store. Every customer satisfied—repeat sales assured! New type mixer handles any can from pints to gallons. Rapidly adjustable! Sturdy construction! Guaranteed against defects in material and workmanship for 1 year! Outfit consists of mixer, motor-pulley and "V" belt. Price only—

\$17.50
Motor Extra
A.C. Motor, 1/4 hp. 110 Volt, Complete with cord only \$7.95

TAMMS SILICA CO.
228 NORTH LA SALLE STREET, CHICAGO, ILL.

Specify HT 91 when contacting maker or using Reader Service Form pages 8-9

TUBULAR SASH LOCK



Prospects: Home owners and building contractors.

Sales Features: The "Security" Tubular Sash Lock securely locks the window and is said to be a better burglar-proof lock than the ordinary top hardware now in use. This lock brings the sash together in such a manner that rattles and drafts are eliminated. This type of lock takes the hardware from the top of the window leaving the rail easily accessible for cleaning and painting. Is easily and quickly installed.

Made of solid brass, also available in chrome or bronze.
Dealer Helps: Sample locks mounted; silent salesmen display; circulars, and national advertising.

Package and Shipping Weight: Packed 12 to a carton; wt., 2 lbs.

Suggested Retail Price: 40c each.

Suppliers: Wholesalers.

Security Sash Lock Co.

50 Mt. Vernon St. Cambridge, Mass.
Specify HT 92 when contacting maker or using Reader Service Form pages 8-9

RATCHET SCREW DRIVER



Prospects: Housewives, home craftsmen and mechanics.
Sales Features or Description: The outstanding features of this "Black Beauty" Ratchet Screw Driver are its rigid construction, ease of operation and low cost. Has a black pear-shaped handle. Overall dimensions, 5½", with a 2¼" nickel plated blade.
Suggested Retail Price: 10c Each.

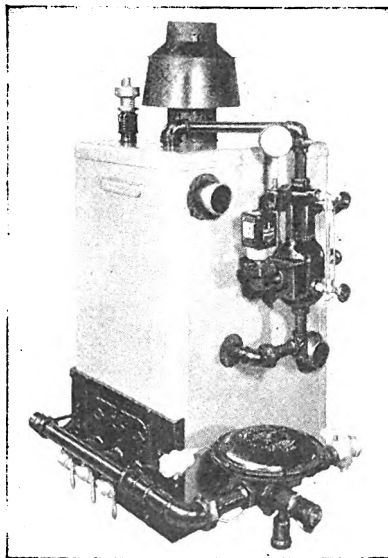
Utility Hardware Corp.

315 Berry St.

Brooklyn, N. Y.

Specify HT 93 when contacting maker or using Reader Service Form pages 8-9

GAS BOILERS



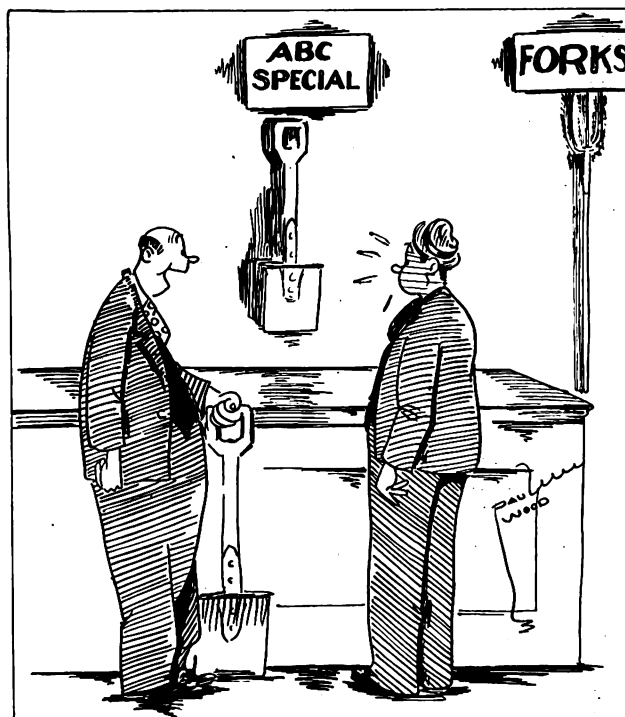
Prospects: Homes.

Sales Features: New automatic gas-fired boilers, in five sizes, for domestic steam, vapor or hot-water systems, have recently been announced. Typical model shown above. A feature of the new boilers is the diamond-shaped water-circulating tubes in the boiler sections which expose an unusually large surface to the heat. In addition, finned surfaces, just over the burners, heat quickly and add to the efficient use of fuel. Mixer and mixing tubes, cast in one piece, assure permanent alignment. It is said substantial savings in fuel consumption are possible, since complete insulation confines the heat within the boiler. Automatic controls of a new type are used throughout. A valve shuts off the gas supply in case of failure of electric current, and a safety pilot prevents gas flow in case of pilot

failure. On steam boilers, gas is automatically turned off if steam pressure becomes excessive, or in event of low water. A similar control limits water temperature in hot water boilers.

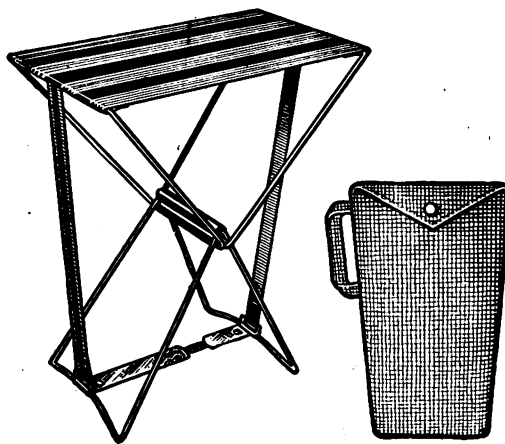
Suppliers: Wholesalers.

Westinghouse Electric & Mfg. Co.
 Home Heating Sales Dept. East Springfield, Mass.
 Specify HT 94 when contacting maker or using Reader Service Form pages 8-9



"YOU CAN'T GO WRONG ON THIS, MR. JONES—STREAMLINED AND CURVED TO FIT THE HIPS, FINISHED IN THE COLOR OF NATURAL WOOD!"

FOLDING CHAIR



Prospects: Sportsmen, picnickers, automobile tourists, etc.
Sales Features: The Minit Chair can be conveniently carried in a pocket, or placed in an automobile compartment. Weighing only 1½ lbs., it folds into a compact package to fit into a handbag especially designed for it. The frame is sturdily constructed of hard steel wire and cold rolled steel jackets, and seat is made of steamer chair material.
List Price: \$1.00.

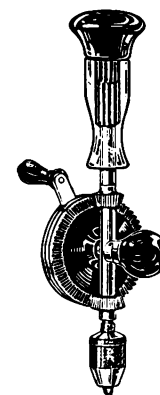
Specialty Mfg. Co.

1418 Pendleton Ave.

St. Louis, Mo.

Specify HT 95 when contacting maker or using Reader Service Form pages 8-9

HAND DRILL



Prospects: Mechanics, electricians, plumbers, steam fitters.

Description: This new Hand Drill No. 625 has a transparent, composition handle which contains eight drill points, ¼" to 11/64". The steel chuck and three tool steel jaws firmly hold drill points up to ¼" in diameter. The 3½" speed gear and double pinion have machine cut teeth. The composition handle is amber color and has a red finished wood screw cap. The knob and gear are also lacquered red. Other steel parts are nickel plated except the chuck which is polished. 11-1/8" overall. Weight each, 1½ lbs.

Suggested Retail Price: \$2.50.

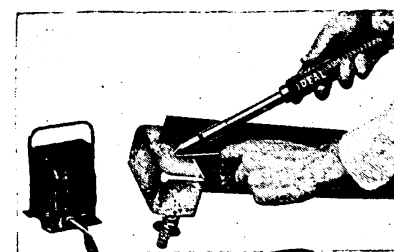
Suppliers: Wholesalers.

Stanley Tools

New Britain, Conn.

Specify HT 96 when contacting maker or using Reader Service Form pages 8-9

SOLDERING IRON



Prospects: Mechanics, servicemen, garage mechanics, home owners, farmers, etc.

Sales Features: Through the use of a special carbon electrode heating element (an entirely new principle in electric soldering iron design), this new soldering iron is quickly brought up to soldering temperature in less than a minute, it is claimed. The carbon electrode makes contact at point of tip so that heat is concentrated where it is most effective. Heating is controlled by a thumb-operated button on the handle and continues as long as the button is held down. Heating stops when the button is released, thus current is used only when control button is held.

This new iron is recommended by manufacturers for all ordinary purposes, as it is small and light in weight for easy manipulation; however, it is not recommended for continuous duty. Complete assembly includes transformer, soldering iron and leads. Transformer rating: (intermittent) 500 watts, 110/6 volts, 50-60 cycle. Other voltages and frequencies available.

Shipping Weight: 9 lbs.

Ideal Commutator Dresser Co.

5089 Park Ave.

Sycamore, Ill.

Specify HT 97 when contacting maker or using Reader Service Form pages 8-9

SWEAT HEAD BAND



Prospects: Sportsmen.

Sales Features: The "Drybrow" has been designed to keep the sweat out of the eyes while playing such active sports as polo, tennis, golf, riding, etc. It is cool and comfortable to wear.

Dealer Helps: Packed in attractive containers for counter display.

Suggested Retail Price: 45c each.

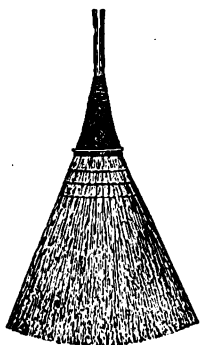
American Allsafe Co., Inc.

210 Franklin St.

Buffalo, N. Y.

Specify HT 98 when contacting maker or using Reader Service Form pages 8-9

BROOM



Prospects: Housewives.

Description: The outstanding feature of this new broom, the "Kitchenette," is its light weight—weighs only 14 ounces. It is novel in design, streamlined in effect, well balanced and durable. The manufacturers state that, in common use, it should last the average home for a full year.

Besides serving in all the functions of the brooms commonly used, it removes pet hairs because the ends are untrimmed—even where vacuum cleaners fail.

(Repeated—incorrect address May issue)

Joseph Lay Co., Inc.

Portland, Ind.

Specify HT 99 when contacting maker or using Reader Service Form pages 8-9

CURTAIN ROD



Prospects: Housewives.

Sales Features: The outstanding features of this new curtain Rod, No. 19201M, are: the tapered nose, or "built-

in-thimble," to permit easy threading through starched or sheet headings; and the "off-white" finish which is currently a strong favorite everywhere. Extends 28" to 48". Equipped with pin-on style brackets.

Dealer Helps: Counter display card, in three colors, with mounted rod; stand for complete assortment of drapery fixtures.

Package and Shipping Weight: Packed: Single, 2 doz. in box; double, 1 doz., complete with nails; or individually boxed, 3 doz. per carton.

Suppliers: Wholesalers.

H. L. Judd Company, Inc.

Wallingford, Conn.

Specify HT 100 when contacting maker or using Reader Service Form pages 8-9

CAKE COVER

Prospects: Housewives.

Sales Features: Cake, sandwiches, or cocktail snacks can be prepared hours in advance by the hostess and kept fresh in this glass dish with chrome plated cover—a special "humidor" keeps the contents fresh.

The server consists of a large 12" prismatic design crystal dish. The highly polished chrome plated cover is smartly shaped and is 10" in diameter and 5" high; equipped with a handsome handle for lifting.

Dealer Helps: Suggested ads and mats furnished free.

Package and Shipping Weight: 1 doz. units, 75 lbs.

Suggested Retail Price: \$1.00 to \$1.29.

Suppliers: Wholesalers.

The Heller Company

Heller Bldg., Bush Terminal

Brooklyn, N. Y.

Specify HT 101 when contacting maker or using Reader Service Form pages 8-9

GARDEN TAPE



Prospects: Homes, farmers, gardeners, nurserymen, caretakers of public building lawns, etc.

Description: This new garden tape is a woven cotton tape $\frac{5}{16}$ " in width containing no sizing of any kind. The color is fast and under ordinary conditions of use the tape is fade-proof as well as stain-proof. The green shade was especially selected to blend well with the entire range of green hues found in gardens, making it, in effect, invisible. It is exceptionally strong, having a tensile strength of 30 pounds.

Dealer Helps: An effective display carton, in green and white, as shown above, holds one dozen rolls of 25 yards each.

Package and Shipping Weight: Weight of display carton, 2 lbs.

Suggested Retail Price: 25c per roll, or \$3.00 per box.

Suppliers: Wholesalers.

Churchill Manufacturing Company, Inc.

287 Thorndike St.

Lowell, Mass.

Specify HT 102 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC WIRE

National DILEC SAFECOTE R 6

Prospects: Electricians, home owners, farmers, etc.

Sales Features: The new "Dilec" Safecote Wire has a fibrous covering over the rubber insulation, composed of a series of cotton yarns laid side by side in contact relation, overlaid by a special rayon binder thread. This provides practically 100% coverage of the rubber insulation as compared to about 61% coverage provided by the braided type. Because the new type covering eliminates the thread crossovers always present in braided wire, the overall diameter of "Dilec" Safecote is two threads smaller than braided type wire—No. 12 may be used in place of No. 14, and other sizes in proportion. This small diameter wire is available in sizes from 14 to 4/0 inclusive.

National DILEC

This wire also contains all the features of the "Fire-Stop" and "Safecote" patents—"marked and measured" every two feet—flame and moisture proofed—has clean, bright colors—free stripping and easier working.

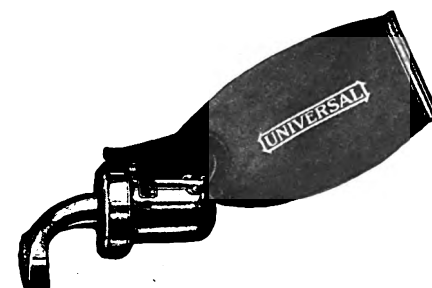
National Electric Products Corp.

Fulton Building

Pittsburgh, Pa.

Specify HT 103 when contacting maker or using Reader Service Form pages 8-9

HAND VACUUM CLEANER



Dealer Helps: The retail price of the Universal Hand Vacuum Cleaner, No. 125B, has been reduced to \$9.95 for a limited period, ending August 1st.

The purpose of this reduction is to aid dealers in reaching 50% of the nation's homes that have floor models but do not have hand cleaners.

After August 1st, the regular price of \$13.50 will be in effect. Dealers' cost: 1 to 6, \$6.62 each; 6 or more, \$6.47 each.

Free sales helps—envelope stuffers, display cards, newspaper cuts—available.

Suppliers: Wholesalers.

Landers, Frary & Clark

New Britain, Conn.

Specify HT 104 when contacting maker or using Reader Service Form pages 8-9

ATTENTION IS DIRECTED

TO THE COUPON

ON NEXT PAGE

Digitized by Google



Red Devil TOOLS

BRING RAPID TURNOVER



P13 .3" Wall Scraper
65c



P13 .1 1/4" Putty Knife...45c



P 103 Wall Scraper...25c



P 102 Household Model...10c

RED DEVIL PUTTY KNIVES & WALL SCRAPERS

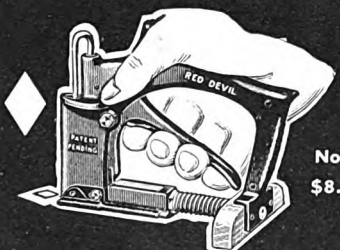
The P 1 line has fine cocobolo handles, P 13 line has new Tenite handles. Many other models, sizes from 1 1/4" to 4" with Stiff, Flexible or Super Flex Carbon Tool Steel Blades. Unequalled for quality, price and profit.



No. 210...\$3.00

RED DEVIL GLASS PLIERS

Now Full Chromium Plated! Takes place of every plier to 10". Takes 1/2" thick glass or thinner. Powerful leverage gives line cuts without effort. The "Leader" of a full line of glaziers' pliers.



No. 1
\$8.00

DIAMOND POINT DRIVER

5 times as fast—automatically drives points at machine gun speed into hardest wood—from any angle. Holds clip of 100 Diamond Points.

Also TRIANGLE and other points, in all sizes, 5c a box up.

All items on this page, except Nos. 1 and 30 are packed in handsome display boxes. All prices are list. Products illustrated are leaders in their line.

THE NEW MODERN-LINE PLATED Red Devil GLASS CUTTER

New standard handles on all models. Heavily plated and polished. Perfect finger rest. Long-life, machine made uniform alloy steel wheels.

Oversize hard bronze axle, smooth operation. Pregreased. Rustproof.

Packed in New Visible Display Box



No. 024



No. 023

LANDON P. SMITH, INC.

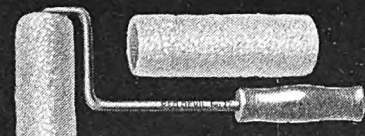
Irvington, N. J.



No. 13...10c

JAK-NIFE RAZOR BLADE HOLDER

The biggest 10c value—uses any single or double edge blade. Over 100 uses as a knife, cutter or scraper. Locks at any angle. Blade entirely covered when closed.



No. 27...\$3.70
No. 28...99c

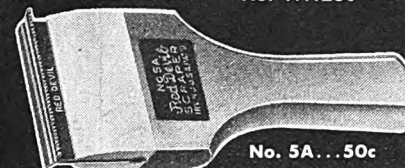
RED DEVIL ROLLER STIPLER

with 6" replaceable cover.

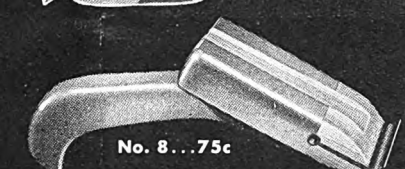
Cuts stippling time and costs 50%. Does quick, effortless, perfect jobs. Also, No. 29 DeLux Model with long handle \$4.00 and Household Model No. 25 with 3" cover for tight places and stencil work, \$1.49.



No. 4...25c



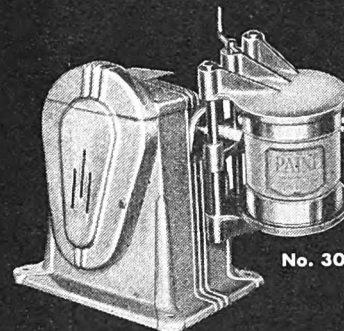
No. 5A...50c



No. 8...75c

RED DEVIL WOOD SCRAPERS

Shaped and balanced perfectly. Double edged. Two replaceable blades save sharpening and bring repeat sales. A complete highly profitable line. NOW can be had with one serrated blade and one sharp edge blade at no advance.



No. 30

RED DEVIL ELECTRIC PAINT CONDITIONER

Makes fresh paint fresher and old stock fresh. For Pint to Gallon Cans. 1350 scientific shakes a minute. Mars neither can nor label. Increases paint sales many times. Sturdy and low priced. Also quart and 5-gallon models.



No. 10...3 for 10c

GRADY AXE AND HAMMER WEDGES

They bite into the handles and "hold like a fish hook"—no loosening. Genuine steel—fastest selling wedges. 7 sizes from 3 for 5c, to 2 for 15c.

Write for descriptive folders, catalog and list of Dealer Helps including FREE No. 173 Junior Billboard.

SELLING SLANTS

for RETAIL HARDWARE SALESMEN...

By Jack Hazard

PROGRESS

When a salesman begins to realize how little he knows and that so much more is needed to be known; when he gets dissatisfied with his scant supply of knowledge; longs for a more thorough understanding of the details of his business or position, and how to expand and extend it, how to discover new ideas and adapt them profitably—when he arrives at this state of mind, then he is just getting in line for the favorable condition of growth.

When the salesman reaches this conviction in his process of reasoning, he will begin to learn, and improve his capacity—if he but form the habit of study and close observation.

We must progress; the very theme of time itself charges us with that responsibility, and thus compels it.

* * *

DEVELOP YOUR VOICE

First impressions are lasting. Your voice is the first impression you make on your customer. Without a doubt, proper care and training of the voice will pay you big dividends as a hardware salesman.

Study over these eight points:

1. Try "THE VOICE WITH A SMILE"—it works!
2. Don't be a phonograph—talk INTERESTINGLY.
3. Don't talk loud; a low voice inspires confidence.
4. Talk TO, AT and WITH your customer.
5. Watch your breath—keep it pleasant, fresh.
6. DON'T DRAWL—SPEAK OUT!
7. Watch out for colds; hoarseness defeats sales.
8. Don't try to talk when you are out of breath.

An artist makes his living by the skill of his fingers; an athlete by the strength of his muscles; a hardware salesman by the effectiveness of his voice. You don't need to be an orator, but proper training of the voice is all-important.

The Tone of Voice: "Clear bell metal is more resonant than iron and more pleasant to hear." A reasonably high pitched voice is more easily understood than one pitched too deep or too low.

Talking Pace: Don't talk too fast or too slow. Actual tests to discover listener reactions prove that a talking pace slightly slower than ordinary conversational speed is best.

Undirected Speech: Talk directly to your customer. Keep the conversation eye-to-eye or eye-to-material. Direct speech with direct gaze shows strength and determination.

Breath: Unpleasant breath is not excusable. Better be sure by keeping half a piece of gum in the back of the mouth or chewing an occasional mint.

Breathlessness: No customer enjoys listening to you when you are breathing hard. Even breathing shows poise and controlled nerves.

Try talking to yourself in front of a mirror—acting as both salesperson and customer. Repeat the things you have said over the counter. Practice until your voice does a good selling job.

PIN THIS COUPON TO LETTERHEAD—AND MAIL
LANDON P. SMITH, INC.

Irvington, N. J. Please send us:

- ☐ 68 Page Red Devil Catalog No. 17.
☐ Facts about following Red Devil Tools, and dealer helps:

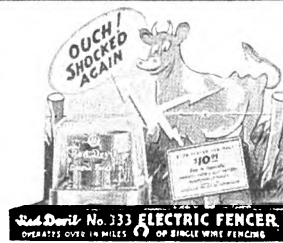
Name _____ Position _____

TIMED LIKE A PULSE BEAT!

Here's the single wire Electric Fencer that's taking the Nation by storm. Works from a 6 volt battery. Foolproof. Fully Approved. Safe. Efficient. Sold FULLY EQUIPPED—no extras.

Demonstrator-Display in 5 colors, as illustrated given FREE—ask your jobber.

RED DEVIL ELECTRIC FENCER



HARDWARE

The National Merchandising Information Service

Hardware Farm Implements and Home Appliances Sporting Goods, Toys
and Tools Farm Building Equipment and Housewares and Novelties

MAR 16 1940

Today

Vol. 1

JULY

1940

No. 7

HARDWARE TRADE WINDS

APRIL SALES OF APPROXIMATELY 1700 INDEPENDENT RETAIL HARDWARE STORES THROUGHOUT THE COUNTRY, INCREASED ALMOST A FOURTH FROM PRECEDING MONTH, AND NEARLY 11% FROM APRIL, 1939.

APRIL SALES OF DISTRIBUTORS OF GENERAL HARDWARE, INCREASED ABOUT 8% OVER PRECEDING MONTH, AND 12.4% OVER APRIL, 1939.

MERCHANDISING SPOTLIGHT

HARDWARE TODAY calls to your attention the following items taken from the pages of this issue. Each one has been selected with the idea of being of assistance to you in spotlighting seasonable merchandise.

Page

- ★ **STILLSON WRENCH** ★—the hazard of cuts from broken flat springs is removed, and this improved Stillson proves a real offer for your customers 3
- ★ **SWINGING LAMP** ★—for homes, offices, workshops and draftsmen, a swinging arm lamp to sell at \$2.45 3
- ★ **SPORTING GOODS** ★—a standard assortment of fall and winter sporting goods on a display stand—write your jobber for complete information 5
- ★ **FENCE CONTROLLER** ★—a “Shox-Stok” with a new speed adjuster now sold at a price that will not “shock” your customers 7
- ★ **BASEBALL GAME** ★—“Bat-R-Up” is claimed to be the most realistic baseball game devised—it sells at \$1.00 and \$2.00 9
- ★ **SOAP DISH** ★—made of non-breakable Tenite, is practical, sanitary and keeps soap clean and dry 10
- ★ **ELECTRICAL** ★—outlets, outlet box, switch plaque and switch shield are in the fore-front on pages 8, 10, 15, 16
- ★ **CLOTHES LINE HOLDER** ★—here is a 10c holder that makes the line tight and prevents knots and kinks 11
- ★ **HOSE NOZZLE** ★—automobile owners, garages and service stations should grab at this rubber covered hose nozzle made to protect the finish of cars 14
- ★ **INSECT REPELLENT LAMPS** ★—here is an item to insure dealers a real summer sale on lamps that repel but do not kill insects 15

INDEX TO LIVE LINES

Here every month you will find a handy “check list” of new and improved products to sell—and the latest dealer helps available to increase turnover on established lines.

Brief descriptions of these items are given in this issue—for additional information use convenient Reader Service Form between pages 8 and 9.

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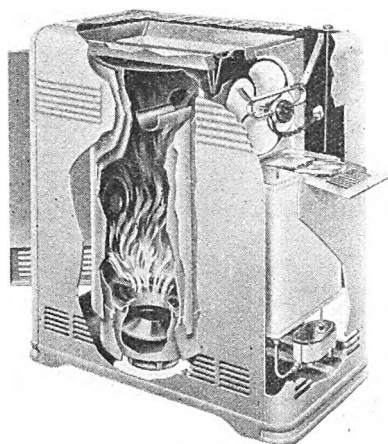
HARDWARE SALES TRENDS - BY REGIONS

APRIL, 1940

Source: U.S. Bureau of Foreign and Domestic Commerce. Percentages are based on sales reported by 1696 independent retail and 173 wholesale firms.

WHOLESALE		REGION	RETAIL	
% Increase over April, 1939			% Increase over April, 1939	
15	10		5	10
	5			15
		U.S. TOTAL	10.6%	
	12.4%	New England	4.8%	
		Middle Atlantic	9.8%	
	14.0%	East North Central	14.1%	
	13.6%	West North Central	15.9%	
	6.1%	South Atlantic	14.3%	
	14.5%	East South Central	10.9%	
	17.1%	West South Central	11.1%	
	3.1%	Mountain	5.6%	
	6.5%	Pacific	6.7%	
	18.1%			

OIL HEATER



Prospects: Homes.

Sales Features: The outstanding feature of the Evanoil "Forced-Aire" Heater is its reversed circulation. Heat is fan-forced from the base of the heater across the floor. As this floor level warmth rises to the ceiling, it is picked up by downward circulation made possible by a synchro-float fan, resulting in constant, even room temperature. In the summer, with fire off, this same feature may be used to set up cooling movement of air.

Other features include: High altitude burner; tip-top heat control; automatic shutters; fuel-saver flame diverter; easy-fill spout; safety-type fuel valve.

Streamlined lowboy design; cabinet of heavy steel; finish, oven-baked enamel of dark Morocco brown.

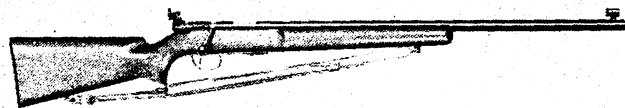
Available in three sizes for heating one to six rooms, furnished with or without fan.

Dealer Helps: Consumer folders.

List Price: Models with fan, \$89.95 and up; without fan, \$69.95 and up.

Evans Products Co. 12600 Greenfield Rd., Detroit, Mich.
Specify HT 106 when contacting maker or using Reader Service Form pages 8-9.

RIFLE



Prospects: Rifle ranges, gun clubs, summer camps, etc.

Description: The "Matchmaster," Model 513T, is a fully equipped target rifle, moderately priced.

The target stock made of selected American walnut, with a dark finish, has a pistol grip, a high thick comb, and a long, wide beavertail fore-end. The heavy, 27-inch, semi-floating barrel is double countersunk at the muzzle, carefully bored and rifled for extreme accuracy. A new anti-backlash trigger stop gives a clean, crisp, smooth trigger pull. Other features of the rifle include a short, fast firing pin travel, corrugated trigger, double locking lugs on bolt, and double extractors, as well as a firing indicator, and a positive side lever type safety. It is equipped with a Redfield globe front sight with seven interchangeable inserts, and a Redfield No. 75 micrometer rear sight with one-quarter minute adjustments.

Weight: About nine pounds; overall length, 45 inches; chambered for .22 Long Rifle cartridge.

Remington Arms Co.

Bridgeport, Conn.

Specify HT 107 when contacting maker or using Reader Service Form pages 8-9.

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CLERK: "HERE'S A FINE CAMEL'S HAIR BRUSH."
CUSTOMER: "I DON'T WANT TO PAINT A CAMEL—
I JUST WANT TO PAINT MY HOUSE."

RUBBER BALL DISPLAY

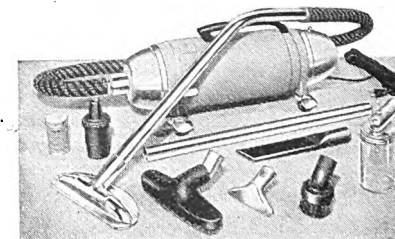


Dealer Helps: A display stand is included with each purchase of an assortment of Barr sponge and gas inflated rubber balls. The balls in the assortment are highly colored and of excellent quality.

The unit, assembled and loaded with balls, is a compact counter merchandiser of striking appearance. The stand is made of patterned corrugated board in a buff color to harmonize with the colorful balls, which are displayed around its entire circumference and are visible from every angle.

The Barr Rubber Products Co. Sandusky, Ohio
Specify HT 108 when contacting maker or using Reader Service Form pages 8-9.

VACUUM CLEANER



Prospects: Homes.

Description: The outstanding feature of this new cylinder-type, all-purpose cleaner, known as the No. 26 "Sanitaire," is the exclusive rug nozzle with the "Magic Finger"—a nozzle within a nozzle that gets embedded dirt and picks up hard-to-get surface litter, such as lint, threads, etc. Other features are: Suction regulators on extension tube and upholstery nozzle; four-wheel carriage with swivel wheels in front, and full rubber mounted floor and wall brush with special swivel joint.

The Sanitaire is equipped with a precision built 1/2 H.P., A.C.-D.C. motor, rubber mounted for quiet operation. Two-stage, six-blade fans create powerful suction. The cylinder housing is rolled sheet steel, finished in durable, platinum gray baked enamel, with all metal parts heavily chromium plated. Switch is plunger-type, toe-operated; handle, of moulded rubber; 20-foot Underwriters' approved cord; filter trap, of durable fabric, quickly removed and easily washed. A convenient carrying kit holds all the cleaning tools, except sprayer, which is less frequently used.

Manufacturers guarantee the "Sanitaire" for one year.

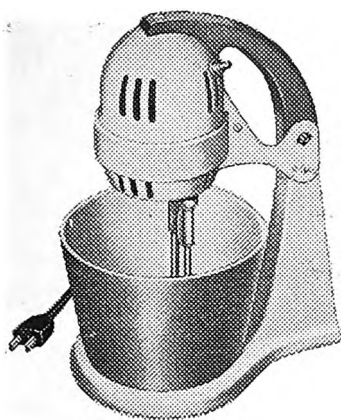
Dealer Helps: Descriptive catalog for consumer.

Suggested Retail Price: \$59.50.

Hamilton Beach Co.

Division of Scovill Manufacturing Co. Racine, Wis.
Specify HT 109 when contacting maker or using Reader Service Form pages 8-9.

ELECTRIC MIXER



Prospects: Housewives.

Description: This general utility food mixer, the "Handy-mix," is capable of doing all light food mixing tasks, and was especially designed for those who want an easily portable mixer of this type at a reasonable price.

Power is supplied from a powerful two-pole induction motor equipped with a convenient push switch for finger tip control. If desired, the motor and beater assembly can be detached from the base and operated in any pan or bowl. Base is constructed to allow tilting back of motor and beaters for draining.

Finished in white and Chinese red durable baked enamel; complete with 40 ounce red translucent glass bowl, inside of bowl, white; rubber cord and plug cap attached. A.C. only, 110-120 volts, 50-60 cycles.

Package and Shipping Weight: Packed in individual corrugated boxes; 3 to a shipping carton; wt. 32 lbs.

Suggested Retail Price: \$5.95.

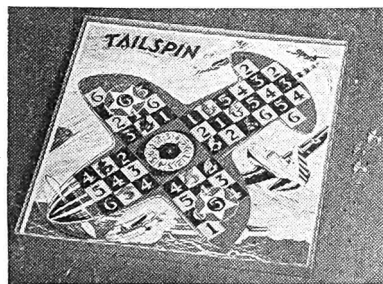
Chicago Electric Mfg. Co.

6333 W. 65th St., Clearing Station

Chicago, Ill.

Specify HT 110 when contacting maker or using Reader Service Form pages 8-9

AIRPLANE GAME



Prospects: Everybody.

Description: "Tailspin" should have wide appeal in view of the rapidly increasing interest in aviation. May be played by two, three or four players—an ideal game for partners. It is played with 48 playing pieces: 4 sets of small die cast airplanes, 12 to a set, finished in bronze, silver, green and blue. The playing surface is finished in three bright colors: red, yellow and blue; size, 17" x 17".

Play appeal is quite apparent after one game. Well planned moves and luck are required to win. The game moves rapidly and the capture and exchange of planes provides plenty of spirited play, it is said. Average playing time is approximately 6 minutes for singles and 12 minutes for partners.

Package and Shipping Weight: Individually boxed; 12 to a carton; wt. 27 lbs.

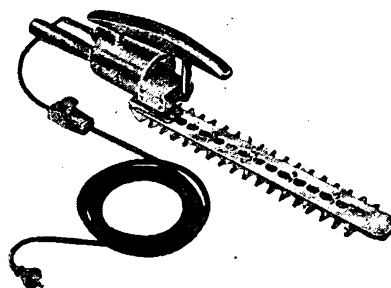
Suggested Retail Price: \$1.00.

The Stampit Corp.

Brookfield, Ill.

Specify HT 111 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC HEDGE SHEARS



Prospects: Home owners, gardeners, farmers, caretakers of public building and institution lawns, etc.

Description: No special skill or strength is required to operate the "Super-Speed" Electric Hedshears—balanced, light weight, and easily guided. Electricity does all the hard work, and does as much as six to ten hours of hand trimming work in less than one hour, it is claimed.

Motor drives 24 shearing cutters mounted in an endless chain by means of worm gears to chain driving sprocket. Twenty-four cutting teeth mounted on endless chain travel continually over stationary teeth. Constant honing action of sharp edge against sharp edge keeps cutters always sharp. Furnished with 10 feet of rubber covered cable with two-prong connectors; special contact switch mounted on cord. Extension handle for trimming tall hedges, trees, etc., and 100-foot rubber covered extension cord available. Universal motor, 110 volts, AC or DC (other voltage motors available).

Package and Shipping Weight: 53/4 lbs.

Suggested Retail Price: \$29.50; 100-ft. extension cord, \$3.95; extension handle, \$3.00.

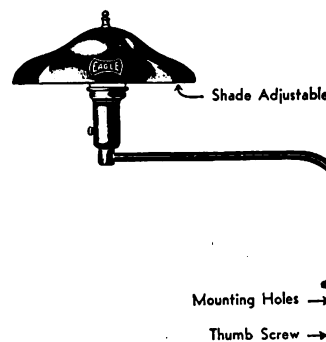
Syracuse Tooelectric Mfg. Corp.

1703 N. Salina St.

Syracuse, N. Y.

Specify HT 112 when contacting maker or using Reader Service Form pages 8-9

SWINGING LAMP



Prospects: Homes, offices, workshops, drafting rooms, etc.

Description: The "Swinglite," No. 555, is a practical lamp that can be clamped or fastened to desks, work benches, drafting boards, etc. It has a swing adjusting radius of over 180 degrees with safety stops to prevent swinging beyond maximum adjustment and also preventing cord from being twisted. The adjustable 11-inch shade has sprayed aluminum on inside to intensify the light.

Finished in baked Morocco Bronze; overall extension, 20 1/2"; height, 17"; height to shade, 13 1/2". Equipped with Underwriters' approved turn knob socket, 8' rubber zip cord and Bakelite flat cap.

Package and Shipping Weight: 1 to a carton; wt. 4 lbs.

List Price: \$2.45 each.

Eagle Electric Mfg. Co., Inc.

59-79 Hall Street

Brooklyn, N. Y.

Specify HT 113 when contacting maker or using Reader Service Form pages 8-9

Extra Safety in this
Improved Stillson—
Extra Sales for you

THE hazard of cuts from broken flat springs is removed from the Improved Stillson—a real advantage to offer your customers. Modern cone coil safety springs are enclosed in the steel housing. There are not flat spring rivet holes to weaken the handle. Jaws, frame and handle are heat-treated alloy tool-steel—built

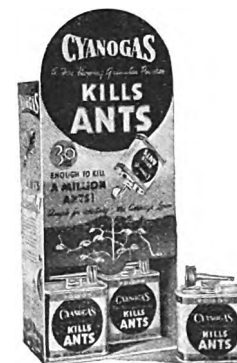
for years of service. Handy pipe scale on hook jaw. Join Hardware Merchants everywhere in more profit from Improved Stillsons. Write us or call your Supply House.

THE RIDGE TOOL CO., ELYRIA, O.

RIDGE PIPE TOOLS

Specify HT 114 when contacting maker or using Reader Service Form pages 8-9

INSECTICIDE



Dealer Helps: "Thirty cents kills a million ants," according to advertisements appearing in Better Homes and Gardens, American Home, House & Garden, and others, advertising to the public the gas producing powder, Cyanogas.

Illustrated above is display carton furnished free with 12 Cyanogas Ant Killer 4-oz. sprouted cans at \$2.40 per carton. Consumer literature and special electros for newspaper and catalog advertising available on this and other pest destroyers.

Package and Shipping Weight: 1 doz. 4 oz. sprouted cans per carton; case packing, 16 cartons; case wt., 108 lbs.

Suggested Retail Price: 30c per can.

Suppliers: Wholesalers.

American Cyanamid & Chemical Corp.

30 Rockefeller Plaza

New York, N. Y.

Specify HT 115 when contacting maker or using Reader Service Form pages 8-9

MOTOR OIL



Dealer Helps: Recently inaugurated to help dealers promote the sale of Super Galena Fortified Motor Oil is this Money Back Bond Program. If the dealer's customer, after using one crankcase filling of Super Galena, does not agree that it is better than the oil he has been using, he is refunded the full purchase price of the first crankcase change. This offer gives the dealer the necessary selling point to overcome the car owner's resistance to changing.

To merchandise the program, the dealer receives a Money Back Banner (shown above), for interior or exterior posting; a Money Back Easel Card, for window display or counter use, and a pad of the Money Back Bonds. The banner is 3' x 5'; made of weatherproof white 110-lb. strong jute fibre; hung by ropes on six heavy brass grommets; in a striking color scheme of black, red, yellow and white. The easel card is 10 1/2" x 13 3/4", in the same color scheme as the banner.

Suppliers: Wholesalers.

Galena Oil Corporation

410 Butler St.

Specify HT 116 when contacting maker or using Reader Service Form pages 8-9

Cincinnati, Ohio

OIL HEATER



Prospects: Suburban and farm homes, lodge camps, etc.

Sales Features: The outstanding feature of this new 1941 Quaker Burnoil Super Series Heater, Model 1210, is the "Synchro-Matic" Mechanical Draft, which measures oil and air supply to the burner in scientifically determined proportions to provide highest heating efficiency at every stage, resulting in low operating cost.

Other features include: Optional thermo-controlled forced circulation, automatically governed to operate only when temperatures in the unit are sufficiently high; maximum volume of heated air delivered through front grille, without high velocity; "Radiadors" provide for "spot" warmth; front dial control; furniture design in shape as well as finish, with chrome top and front grilles.

Quaker Mfg. Co.

Franklin & Erie Sts.

Specify HT 117 when contacting maker or using Reader Service Form pages 8-9

Chicago, Ill.

HARDWARE
Today

The National Merchandising Information Service

Hardware
and Tools

Farm Implements and
Farm Building Equipment

Home Appliances
and Housewares

Sporting Goods, Toys,
and Novelties

Published by
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Phone: Superior 6365

JULY, 1940

Distribution This Issue—30,000 Copies

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of all hardware wholesalers. This list has been selected on the basis of financial and credit ratings and demonstrated capacity for selling hardware and allied lines, and from direct requests from qualified outlets and individuals.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

FOLKS WILL PLAY

The desire for play and sports continues from birth to old age and supplies the main reason for the purchase of equipment and paraphernalia to be used during leisure hours.

The trend of the times is for more play. Cellars and attics of old homes are being remodeled to make play rooms. New homes are being erected with ample space for game rooms and hobby workshops.

Hours of work are being shortened and more time allotted to sports, games, hobbies, and other forms of play.

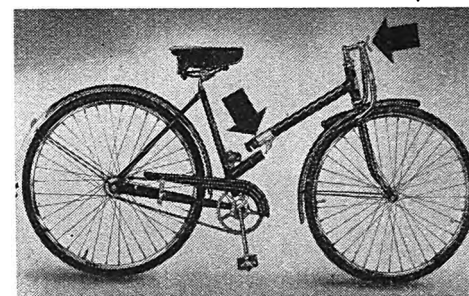
Hardware dealers and their salesmen should direct attention to this new trend in living.

By your show windows, in your conversation, and through advertising, those items of merchandise which fit into this new "outlet for sales," should be featured and pushed.

There are many such items and, although some are seasonal, the sale of a great majority can be promoted the year round.

John R. Hazard

FOLDING BICYCLE



Prospects: City dwellers, vacationists, sports fans, motorists, commercial companies, etc.

Sales Features: This new, practical folding bicycle, the "Compax Sports Traveler," has the sturdiness of the regular, light-weight models, yet can be easily assembled or taken apart in fifteen seconds without the use of tools. Because of its compactness when folded up, it can be carried conveniently in automobiles, buses, trains, boats, and other conveyances.

It is built in two sections with a simple, patented take-apart joint in the cross bar and a wing nut for tightening. The handle-bars also fold to the width of the bicycle and are tightened into riding position with a wing nut.

Due to the absence of the horizontal cross bar and with the fully adjustable seat post and handlebars, one model fits adults and juveniles of both sexes.

The Westfield Mfg. Co.

Westfield, Mass.

Specify HT 118 when contacting maker or using Reader Service Form pages 8-9

AIRPLANE MODEL KITS



Prospects: Airplane model builders, hobbyists.

Description: A line of 12 balsa model kits, consisting of two series, the "Tribute to Brave Nations" and "Nature's Own," have been added to the Cleveland line of toys. The "Nature's Own" series consists of Vampire Bat, Dragon Fly, Flying Fish, Swallowtail, Butterfly (shown above), Blue Jay and Barn Swallow, all of orthodox construction, no movable parts, with a propeller in each nose. All models have been flight tested and give excellent flights characteristic of the prototypes, rubber-powered, with 25" wing span.

All "Brave Nations" models are substantially built and capable of excellent contest flights for Class "C."

Suggested Retail Price: 25c each kit.

Cleveland Model & Supply Co., Inc.

4508 Lorain Ave.

Specify HT 119 when contacting maker or using Reader Service Form pages 8-9

Cleveland, Ohio

TIRES



Prospects: Automobile owners.

Sales Features: "Two way tread"—smooth rolling ribs and hundreds of little saw tooth edges—gives this new Superior White Sidewall Tire the long wearing qualities of a rib type construction and the high "stop and go" traction of non-skid design. It is claimed fleet tests show this tire has a high resistance to forward skids. Tests also show the running ribs provide an additional safety factor of protection against side-way skids.

Made of "alloy rubber," these new tires have the fine even texture in the tread rubber that makes for long mileage. Adding to the safety features of the tire is the new type carcass construction with improved heat resistant cord which reduces the danger of blow-outs caused by high temperature within the tire. Another protective feature of the new tire is cord-lock construction—a process by which the plies are brought down around the bead and up into the tire body—giving extra strength at the point of greatest strain, the sidewall.

Available in standard sizes, 6.00 x 16 and up.

Dealer Helps: Newspaper mats.

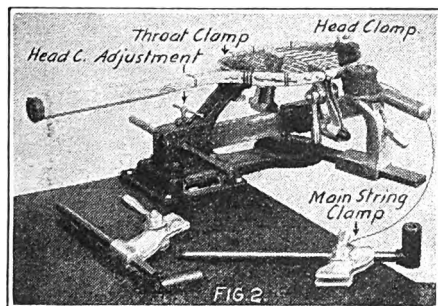
Suppliers: Wholesalers.

The Mansfield Tire & Rubber Co.

Mansfield, Ohio

Specify HT 120 when contacting maker or using Reader Service Form pages 8-9

RACKET STRINGER



Description: With the Serrano U. V. 50 "No Awl Stringer," tennis frames can be strung without awls or picks and tensioning every main and cross string. It is furnished with two sets of string clamps, one set for the main strings and one for the cross strings. The clutch type tensioniser is automatic—no dials or indicators to watch. It is set to the desired tension, calibrated from 30 to 70 lbs., and only tension set can be pulled. It is faster, because only one turn of string will hold it without marking it or even curling. The average time for stringing a tournament job is 30 minutes on this model—without physical effort or the danger

of breaking strings or pulling frame out of shape. The modern all steel vise V-10 shown below holds tennis, squash and Badminton frames firmly at throat and head with every string hole visible.



Package and Shipping Weight: Model U. V. 50, wt. 50 lbs.; V-10, wt. 10 lbs.

Suggested Retail Price: Model U. V. 50 complete, \$85.00; V-10, \$10.00.

Suppliers: Wholesalers.

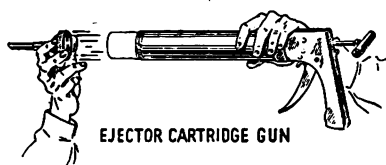
Tennis Machines, Inc.

Vandeventer and Papin

St. Louis, Mo.

Specify HT 121 when contacting maker or using Reader Service Form pages 8-9

CAULKING GUN



EJECTOR CARTRIDGE GUN

Description: A new caulk gun, with an automatic cartridge ejector, which throws out the empty tubes as soon as the cap is removed to reload, has been announced. This feature, not only speeds up the operation, but is a great labor saver.

The ejector gun is designed to take care of all size cartridges, and with every gun, additional parts are included to change over for bulk use.

The Kenmar Mfg. Co.

Albert and Martha Sts.

Philadelphia, Pa.

Specify HT 122 when contacting maker or using Reader Service Form pages 8-9



"I DON'T THINK I'LL BUY IT. IT DOESN'T SEEM TO HAVE ENOUGH SPRING."



D & M STANDARD ASSORTMENT WITH DISPLAY STAND No. DF40



This D & M Fall and Winter display attractively presents a complete line of selected Fall and Winter merchandise. This display is furnished WITHOUT CHARGE with each Standard Assortment No. DF40.

Standard Assortment No. DF40 consists of 38 items of Fall and Winter Sports Equipment.

Retail Value \$61.40—Dealer's Cost \$38.75

Write your jobber for complete information—if you do not know the name, write us direct.

THE DRAPER-MAYNARD CO.

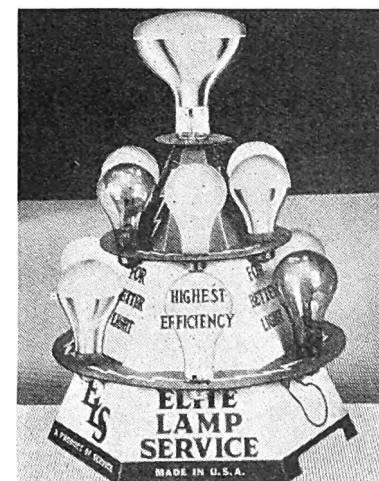
Dept. HT

400 York Street

Cincinnati, Ohio

Specify HT 123 when contacting maker or using Reader Service Form pages 8-9

LAMP BULB DISPLAY



Dealer Helps: Illustrated above is an unusual "pyramid," corrugated display to hold 13 lamp bulbs, each completely visible, in a space measuring less than two and a half feet in diameter. The one-piece base is set up in a six-sided, rough conical shape, the closure being made by a strip of tape. Each shelf has die-cut holes which hold the bulbs. A reflector type bulb at the top of pyramid can be turned on to make an illuminated display. This display made by The Hinde & Dauch Paper Co., of Sandusky, Ohio, for use of retailers who handle "Elite" bulbs.

Everbest Engineering Corp.

43 E. 12th St.

New York City, N. Y.

Specify HT 124 when contacting maker or using Reader Service Form pages 8-9

FLASHLIGHT DEAL



Dealer Helps: Combining two sales principles—specific vacation appeal and a striking display to capitalize impulse buying—this new Winchester Vacation Merchandiser for flashlights and batteries is unusually effective. It displays 11 different, fast-moving flashlights, each in its separate pilferage-proof socket; also provides for a supply of "Super Seal" batteries. There is space for displaying a line of flashlight bulbs for replacement sales, and a handy battery and bulb tester is furnished. The display is 4½ feet high and occupies less than 2 square feet of floor space.

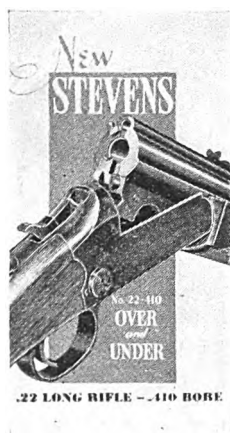
This Vacation Merchandiser comes with Assortment No. 18, comprising 18 selected, popular-priced flashlights, and 96 batteries. Dealers' cost, \$13.44.

Suggested Retail Price: 59c to 98c complete; retail value of deal, \$20.16.

Winchester Repeating Arms Co.

Division of Western Cartridge Co. New Haven, Conn.
Specify HT 125 when contacting maker or using Reader Service Form pages 8-9

RIFLE



Prospects: Sportsmen.

Description: The new Stevens No. 22-410 provides an effective combination rifle and shotgun at a moderate price. Special features are: the single trigger, separate extractors, low rebounding hammer and top lever which operates right or left to open the gun. Rear portion of the rifle barrel is

bedded into the tapered breech-section of the shotgun barrel, to provide a uniform sighting plane and to eliminate space between the barrels at muzzles, making practically one unit. The full-size stock has a pistol grip and fluted comb and is fitted with a hard rubber butt-plate; fore-end is equipped with a unique fastener which positively prevents gun from shooting loose.

Sight equipment comprises a sporting rear sight with elevation adjustment and a combination rifle and shotgun ramp front sight.

The 24" rifle barrel is chambered for .22 Long Rifle cartridge, regular or high speed—.22 Shorts or .22 Longs may be used. The 24" shotgun barrel is chambered for 3" .410 bore shell; 2½" .410 bore shells may also be used.

Dealer Helps: New descriptive folder, as shown above.

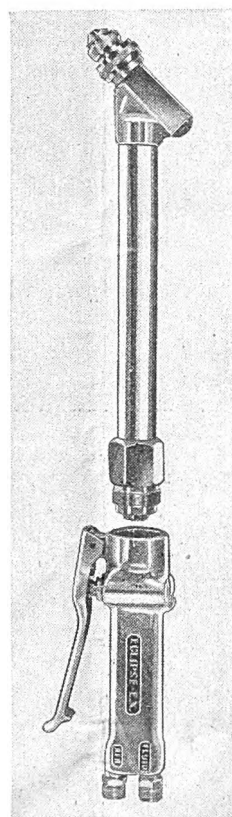
Weight: 6 lbs.

Suggested Retail Price: \$14.95.

Savage Arms Corp.

J. Stevens Arms Division Chicopee Falls, Mass.
Specify HT 126 when contacting maker or using Reader Service Form pages 8-9

SPRAY GUN



Prospects: Painters.

Description: An improved extension spray gun known as the Type EX has just been put on the market. This gun is for painting large surfaces beyond the natural reach of the operator without the use of scaffolding and staging. The operator stands on the floor, and as the extension gun is supplied in lengths up to 12 ft., he can paint the average wall and ceiling without having to climb.

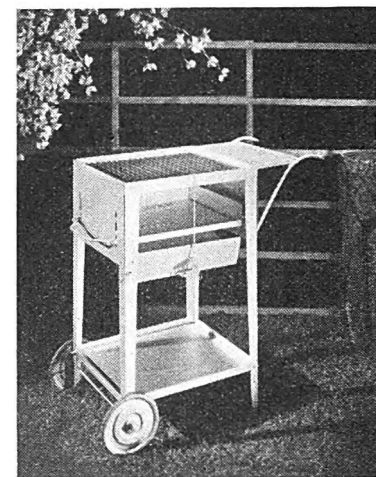
The Type EX extension has a detachable gun grip control, and different lengths of shaft can be used in the same grip. The shaft turns in the grip so that spray can be in any direction. The spray head is supplied in either of the two standard Eclipse models to insure the proper application of all types of materials.

Eclipse Air Brush Co., Inc.

390 Park Ave.

Newark, N. J.
Specify HT 127 when contacting maker or using Reader Service Form pages 8-9

CHARCOAL GRILL



Prospects: Picnickers, sportsmen, campers, etc.

Description: The Deluxe "Barb-a-Ket" has removable, non-warping grates made in two halves to permit re-fueling from top if desired; easy to clean. Handles for raising or lowering fire basket to regulate intensity of heat under grate are conveniently located. Paper kindling is placed in the ash receptacle directly underneath the fire basket containing the charcoal; this permits freer burning and quicker starting. Draft is adjusted by raising or lowering the chain lock. Air space around fire basket protects outside panels and handles against excessive heat.

Light, sturdy construction throughout; can be disassembled and packed quickly and easily; durable, heat-resisting baked aluminum finish; cooking area, 16½" x 19"; regular table height; rubber tired wheels; roomy underneath tray.

Also available in Standard model, which has the same features as Deluxe, except that it does not have the wheels, handles or auxiliary shelves.

Suggested Retail Price: Deluxe model, \$17.50; Standard, \$11.95.

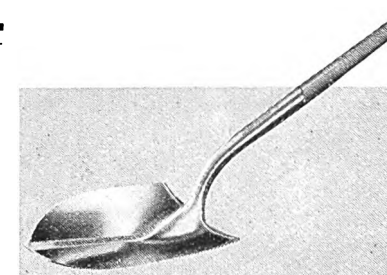
Yawman Metal Products, Inc.

17 Elser Terrace

Rochester, N. Y.

Specify HT 128 when contacting maker or using Reader Service Form pages 8-9

SHOVEL



Prospects: Home owners, gardeners, farmers, contractors.

Sales Features: In addition to the full length 60% thicker center section, or backbone, and the long 11" socket, which are standard features of the Razor-Back line, the following improvements have also been incorporated: New hang to the blade, giving it the "feel" of a strap-back; one-piece, reinforced construction without welds, providing additional strength, and a new type of smooth, bright, "Anti-Friction" finish—not ground or polished—which keeps intact the tough protective surface of the heat-treated steel.

Union Fork & Hoe Co.

Dept. 820, Dublin Ave.

Columbus, Ohio

Specify HT 129 when contacting maker or using Reader Service Form pages 8-9

BARN PAINT



Prospects: Farmers.

Sales Features: Devoe Standard Barn Paint is formulated especially for economical protection for barns—to improve appearance and prevent deterioration—and is priced to meet mail order competition.

Covering capacity: About 450 square feet, one coat; 250 square feet, two coats, depending on the porosity of the surface.

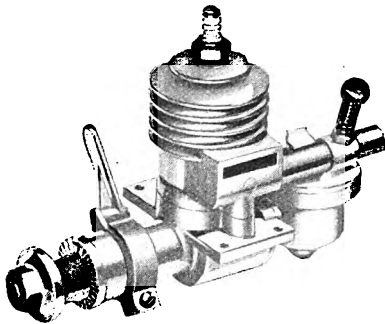
Available in one color, brilliant red.

Suggested Retail Price: \$1.07 per gallon in 5 gallon steel drums; 10c to 15c higher in distant localities.

Devoe & Reynolds Co., Inc.

1 W. 47th St. New York City, N. Y.
Specify HT 130 when contacting maker or using Reader Service Form pages 8-9

MINIATURE GAS ENGINE



Prospects: Hobbyists, builders of model planes, boats, racing cars.

Sales Features: The new Model No. 2100 Syncro B-30 does not have contact points. Its revolutionary new design embodies a simple commutator timing mechanism using brush contact. Cylinder and manifolds are moulded in one unit, of special aluminum alloy, which, it is claimed, will wear much longer than either cast iron or steel. Three piston rings are used, narrower and stronger, for longer wear. The carburetor adjustment can be set accurately and permanently by a clever coil spring locking device, so that maximum results are obtained. Forced feed lubrication—crankcase pressure forces oil through shaft and lubricates entire bearing.

Specifications: Bore, $1\frac{1}{8}$ "; stroke, $1\frac{1}{8}$ "; displacement, .292; horsepower, $\frac{1}{4}$ - $\frac{1}{2}$; R.P.M., 700 to 15,000; weight, $5\frac{1}{2}$ oz.; may be inverted; Class B—N.A.A. rules.

Dealer Helps: Display stands, window banners.

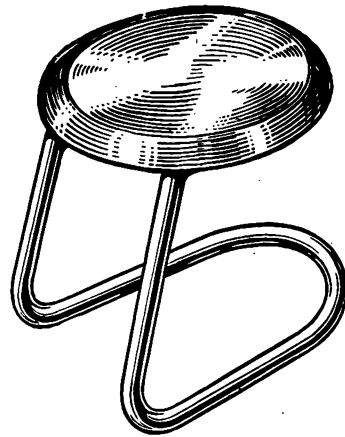
Package and Shipping Weight: Shipping weight each, 1 lb.; standard package (4 units), 3 lbs.

Suggested Retail Price: \$6.95, complete with coil and condenser.

Suppliers: Wholesalers.

Syncro Devices, Inc. 743 Beaubien St., Detroit, Mich.
Specify HT 131 when contacting maker or using Reader Service Form pages 8-9

MILKING STOOL



Prospects: Dairymen.

Sales Features: This attractive milking stool, the "Milkers-Seat," Model A, was especially designed for this purpose. It is well constructed throughout, the bottom being made of $\frac{3}{4}$ " tubing in one piece, so that it will not sink in when sitting on the softest ground. The seat, a $10\frac{1}{2}$ " disk, is made of 19-gauge cold rolled steel.

The stool is 11" in height, and finished in high grade quality enamel.

Approved by Sanitary Health Departments.

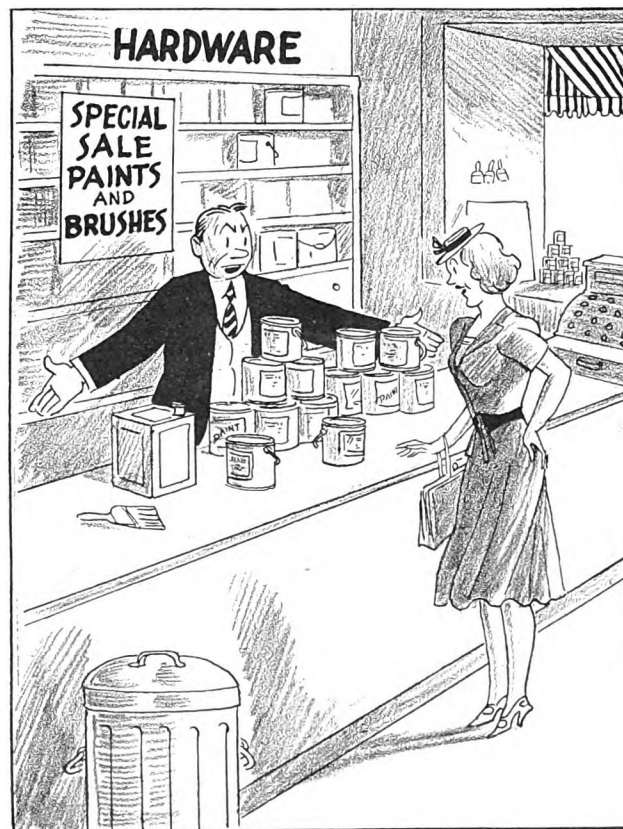
Package and Shipping Weight: Packed 12 stools to a carton; 32 stools, 100 lbs.

Suggested Retail Price: \$1.00.

Suppliers: Wholesalers.

Specialty Manufacturing Co.

1418 Pendleton Ave. St. Louis, Mo.
Specify HT 132 when contacting maker or using Reader Service Form pages 8-9



CLERK: "NOW THAT I'VE SHOWN YOU ALL THE PAINT IN THE STORE, WHEN DO YOU INTEND HAVING YOUR HOUSE PAINTED?"
WOMAN: "AS SOON AS WE BUILD IT!"

STEP UP YOUR FENCE CONTROLLER SALES!

"SHOX - STOK"

with
**New Speed
Adjuster**

**Now Selling
Faster than Ever
at Same Attractive
\$7.95 Retail Price**



This new and different fence controller is a fast mover. It sells itself.

SHOX-STOK fits right over top of battery. No wires. No costly battery compartment. Simple and Compact—Ready to connect to fence, up to 20 miles.

Carefully constructed for outdoor installation. Operates from any 6-volt battery—wet or dry. Hot shot lasts 3 to 4 months—even longer with speed adjuster.

New Speed Adjuster enables user to change speed—contacts per minute—to suit his needs, and to cut down battery drain. Exclusive Magnetair Control makes for positive, dependable action. No springs, bearings or complicated parts.

Guaranteed for one year against manufacturing or parts defects—approved by Industrial Commission of Wisconsin.

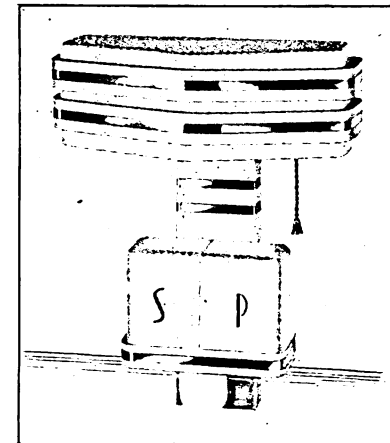
For effective SELLING display set SHOX STOK over standard battery. Neon light flashes on and off—"Flashing Light Means Fence Is Right."

Advertising Kits Sent on Request — Display Boards Available
Ask Your Jobber or Write

GUARANTEED PRODUCTS CORPORATION
WELLINGTON, OHIO

Specify HT 133 when contacting maker or using Reader Service Form pages 8-9

STOVE LIGHT



Prospects: Homes.

Description: The "Venetian Stove Lite," No. 3100, with condiment set, will have a modernizing effect when installed on any stove.

It is scientifically designed to give the proper spread of light over the working surface and when lighted, a soft light shines through the chromium bands, while a full light projects down over the stove.

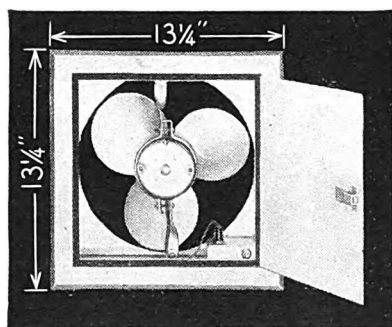
It is finished in "Gregco," a new, heat-resisting, porcelain-like finish, exactly matching either porcelain or baked enamel stoves. Can be easily attached to any stove.

Suggested Retail Price: \$3.50.

The Gregg Manufacturing Co.

Venetian Ave. Fredericktown, Ohio
Specify HT 134 when contacting maker or using Reader Service Form pages 8-9

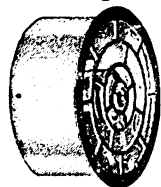
VENTILATING FANS



Description: This 10", wall-type Ventilating Fan, No. 4, assures positive ventilation and banishes heat, steam, smoke, greasy fumes and objectionable cooking odors under all conditions. The heavy auto body steel (18 and 20 gauge) is electrically welded, boltless, vibrationless construction. Motor is shaded-pole, induction type, totally enclosed, dust-proof, non-radio interfering. Motor and fan assembly instantly removable for cleaning. Separate outside louver panel. Guaranteed by manufacturers for one year against structural or mechanical defects.

Finish: Fan unit, white Durenamel; louver panel, brown Durenamel. 1550 R. P. M., 650 C. F. M., 110-120 volts; A. C., 50-60 cycles. Model available with adjustable wall sleeve.

Shown below is Model No. 7 for chimney flue or duct installation in wall or ceiling. Consists of polished aluminum grill 11 3/4" diameter; shaded-pole, enclosed motor; 10" fan; sleeve 10 1/2" diameter x 5" long.



Package and Shipping Weight: No. 4, 15 lbs.; No. 7, 11 lbs. Packed in individual cartons—3 to a standard package. **List Price:** No. 4, \$21.00; No. 7, \$15.00.

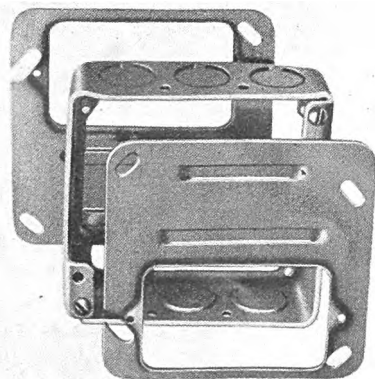
Shepler Manufacturing Co.

1308 Sheffield St.

Pittsburgh, Pa.

Specify HT 135 when contacting maker or using Reader Service Form pages 8-9

OUTLET BOX



Prospects: Apartment buildings and hotels.

Description: To simplify the installation of switches and outlets in the thin wall partitions of modern hotels and apartment houses, a new double-end outlet box has been announced. The new box is made up of shallow covers and a re-designed extension ring. The combination permits

the installation of two switches or outlets beside each other in the same box, but facing opposite directions. Two rooms can be supplied in this way from a single run of conduit or cable.

The extension ring for this assembly is 4" square and 1 1/2" deep. The ears on each end are drilled and tapped so that the covers can be mounted in any position. The shallow covers have depressed ribs to prevent cracking of plaster. The opening for a single flush device is off center. Switches or outlets, when installed on both sides of a partition, will not interfere with each other.

Suppliers: Wholesalers.

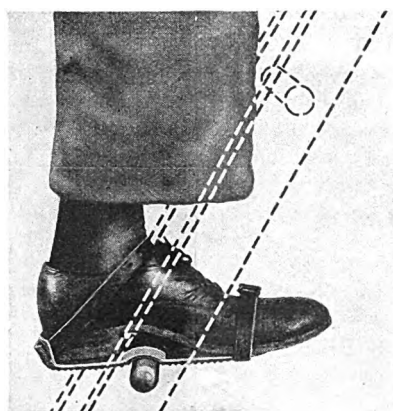
General Electric Co.

Appliance & Merchandise Dept.

Bridgeport, Conn.

Specify HT 136 when contacting maker or using Reader Service Form pages 8-9

LADDER CLIMBER



Prospects: Painters, decorators, and for home use.

Description: It is announced that the makers of the "Red Devil" line have recently purchased the tools, dies and complete rights to manufacture and distribute the "Lad-R-Shu," a patented device designed for the comfort, safety and foot-health of men subject to the dangers and discomforts of ladder work.

The "Lad-R-Shu" consists of a sturdy steel plate, which is held firmly against the sole of the wearer's shoe with strong leather straps. The device has a slip-proof bottom of long-wearing rubber matting and a specially designed grooved arch that grips the ladder rung securely. Light in weight, the "Lad-R-Shu" is convenient to carry and wear, and easy to walk in.

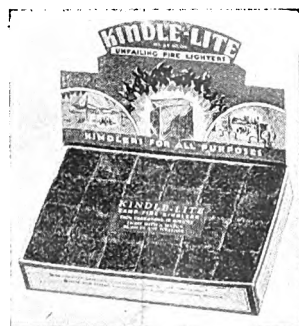
Suppliers: Wholesalers.

Landon P. Smith, Inc.

Irvington, N. J.

Specify HT 137 when contacting maker or using Reader Service Form pages 8-9

FIRE KINDLER



Dealer Helps: "Kindle-Lite" Fire Kindlers, Fire Logs and Road Flares are attractively displayed in self-selling, cellophane wrappers. Also available is a three-color counter box (shown above), for displaying the two sizes of Kindler-

Flares. The Fire Logs are individually cellophane wrapped or in packages of three or five logs.

Other dealer helps available: Show cards, folders and cuts for catalogs.

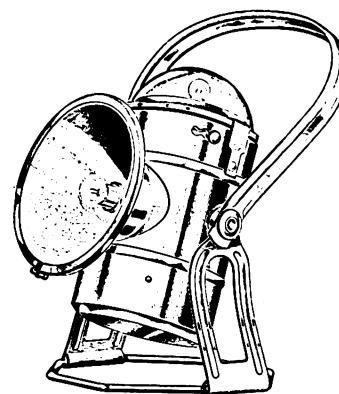


"Kindle-Lite" is composed of various scientifically processed fibers, hydro-carbons and other chemicals, resulting in blocks of concentrated heat, which are neither self-combustible nor explosive, and light only by application of a burning match. Burn from 10 minutes to 2 hours, according to size of block. **Suggested Retail Price:** Kindler-Flares, 1" cubes, 9 in package, 10c; 24 cubes in a display box, 25c. Larger size, 1" x 1 1/2" x 2", package of 8 cubes, 25c; 32 cubes, in box, \$1.00. Fire Logs, 22c and 35c per log; 24 logs in carton. Write for other sizes, prices and weights.

Kindle-Lite Corporation 160 West Street, Brooklyn, N. Y.

Specify HT 138 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC LANTERN



Prospects: Home owners, campers, sportsmen, owners of summer cottages, etc.

Description: The following are notable features of the new No. 400 "Duo-Ray Ecolite" Electric Lantern: Long range illumination—approximately 1,500 feet—developed by the die-cast side reflector; extreme economy of operation—twice the volume of light obtained from the ordinary flashlight at one-third the cost; unusual flexibility in service due to the pivot base feature which permits the user to direct the illumination to any location and still have both hands for any work. Top light can be furnished with either crystal clear or ruby red lens for warning signal.

Steel construction throughout—seamless drawn body; heavy gauge formed handle and base; finished in attractive bronze lacquer with cadmium trimmings; positive, wireless switch; cover, bayonet type locking device.

Dealer Helps: Mailing folders.

Package and Shipping Weight: Packed individually in a carton; 12 cartons in a standard package, wt. 30 lbs.

Suggested Retail Price: \$3.25 each (less battery).

Suppliers: Wholesalers.

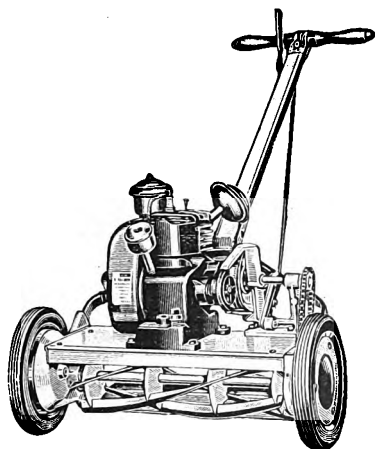
Economy Electric Lantern Co.

2998 W. Cherry St.

Milwaukee, Wis.

Specify HT 139 when contacting maker or using Reader Service Form pages 8-9

POWER LAWN MOWER



Prospects: Homes.

Description: The improved "Clipper" Lawn Mower, designed for ordinary home use, is low in cost, economical in operation and simple in construction. Some of its features include: 18" five blade, all-steel cutting reel, Timken roller bearings, with automatic take-up; Briggs & Stratton WI-4 cycle air-cooled, easy starting engine; enclosed bearings; 10" wheels with cushion rubber self-locking tires; all clutches eliminated; chassis reinforced for strength and rigidity; all sprockets steel cut and hardened; cutting height, $\frac{3}{4}$ " to $2\frac{1}{4}$ ".

Dealer Helps: Direct mail and consumer literature; national advertising.

Package and Shipping Weight: 124 lbs.

Suggested Retail Price: \$70.00.

Suppliers: Wholesalers.

Cooper Mfg. Co. Dept. HT-2, Marshalltown, Ia.
Specify HT 140 when contacting maker or using Reader Service Form pages 8-9

OIL HEATERS



Prospects: Suburban and farm homes, lodge, camps, etc.

Sales Features: True reversed forced air floor heat delivery gives more living zone comfort at less cost with this new "Ventu-Rotor" Lonergan Fireside Oil Heater. The heater pulls the preheated stagnant air from the ceiling, drawing the cold, uncomfortable air off floors into the heater. All air is properly heated to approximately 180° temperature, refreshed and then released at floor level. Constant circulation is at the rate of 600 cubic feet per minute, thermostatically controlled.

Other special features include: waist-high finger-tip radio dial heat control; easy accessible (double) side service door;

front panel grill; cold air intake for motor cooling; "Cole Draft" Governor; summer switch, for controlled air circulation during warm months; large top grill; attractive, modern styling, cabinet finished in brown, satin-ripple. Other models also available.

Dealer Helps: Descriptive mailing folder.

Suggested Retail Price: Floor fan heaters, \$79.95 and up; circulating type, \$49.50 and up.

Suppliers: Wholesalers.

Lonergan Mfg. Co.

Specify HT 141 when contacting maker or using Reader Service Form pages 8-9

Albion, Mich.

FLY LINE DRESSING



Prospects: Fishermen.

Sales Features: "T/M Superfloat" is a graphite dressing made from a new, improved formula that waterproofs, lubricates and preserves the line. It makes the line slip easily through the guides, eliminating guide and line wear. It seals cracks that may be in the enamel, protecting the line from moisture, and it waterproofs so thoroughly that it will float the line for many hours. Lines dressed with "Superfloat" are said to be retrieved more easily, thus making longer and more accurate casts possible.

Dealer Helps: Display cartons; national advertising.

Package and Shipping Weight: Standard 2 oz. cans, with chamois applicator; 12 cans to a package.

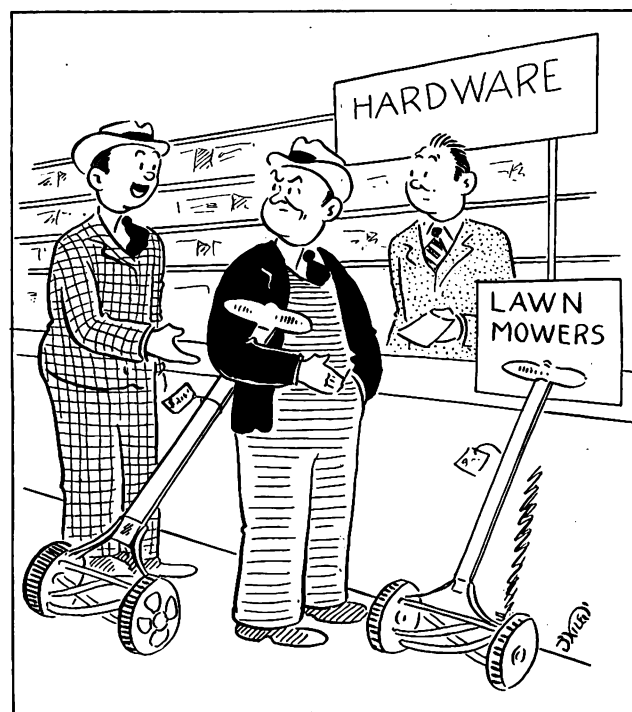
Suggested Retail Price: 25c; 30c west of Rockies.

Suppliers: Wholesalers.

The Triggs-Michael Co.

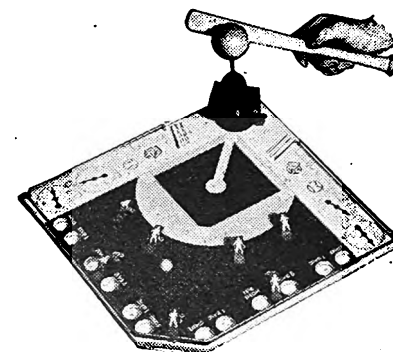
Dept. T, Fort Wayne, Ind.

Specify HT 142 when contacting maker or using Reader Service Form pages 8-9



"HELLO, NEIGHBOR. MAY I BORROW YOUR LAWN MOWER?"

BASEBALL GAME



Prospects: Everybody.

Description: "Bat-R-Up" is claimed to be the most realistic baseball game yet devised. The board is laid out just like a regulation baseball diamond with lithographed metal players in the positions of men on a real field, formed to catch balls hit to them. Persons playing bat the ball, actuating a mechanism that pitches a small ball to the players. Great skill can be developed. Dials are provided to keep score for both "teams."

Attractively colored; made in two sizes: No. 100, 15" x 15" —12" bat; No. 200, 18" x 18"—15" bat.

Package and Shipping Weight: Individually boxed; No. 100, 12 to a carton, wt. 38 lbs.; No. 200, 6 to a carton, wt. 26 lbs.

Suggested Retail Price: No. 100, \$1.00; No. 200, \$2.00.

The Stampit Corp.

Brookfield, Ill.

Specify HT 143 when contacting maker or using Reader Service Form pages 8-9

PORTABLE RADIO



Description: This new Sentinel Model 217-P is a six-tube superheterodyne portable. Tuned R.F. stage makes reception possible even in remote localities where ordinary radios are unsatisfactory, it is claimed. Three-way current choice: A.C., D.C., or self-contained batteries. Tunes 535—1730 K.C. Has a built-in aerial with connection for external antenna. Automatic volume control. Powerful dynamic speaker.

Compact leather grained luggage case. Weighs only 18 lbs. complete with 200-hour battery kit. Size: $12\frac{1}{2}$ " x $11\frac{1}{2}$ " x $7\frac{1}{4}$ ".

Dealer Helps: Consumer folder.

Shipping Weight: Less batteries, 15 lbs.; with batteries, 21 lbs.

Suggested Retail Price: \$34.95 complete with batteries; \$31.05, without batteries.

Sentinel Radio Corp.

Evanston, Ill.

Specify HT 144 when contacting maker or using Reader Service Form pages 8-9

SOAP DISH



Prospects: Homes.

Sales Features: "Drain-Dri" is a practical, sanitary soap dish that keeps soap clean and dry, and helps it to retain its antiseptic, cleansing and washing qualities to the last. Twenty-four little fingers keep the soap three-quarters of an inch from the bottom of the tray. Air channels cause air to circulate freely under the soap as well as around it, causing it to dry quickly.

Made of non-breakable Tenite in two styles: Model A, for basin or wall recess, shown above; Model B, for shower, tub or wash stand; in the following colors: red, green, blue, ivory, white, yellow, black, orchid, maroon, crystal, peach and royal blue.

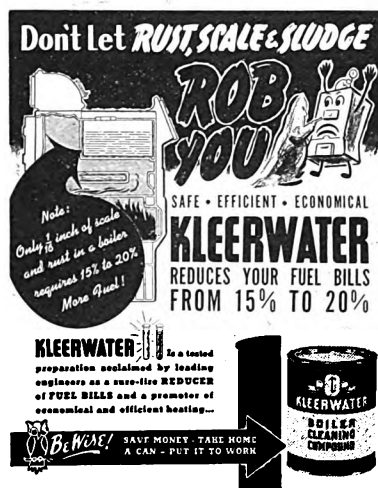
Dealer Helps: Envelope stuffers.

Suggested Retail Price: Model A, 65c; Model B, \$1.00.

Drain-Dri Company

50 Hawthorne St. San Francisco, Calif.
Specify HT 145 when contacting maker or using Reader Service Form pages 8-9

BOILER CLEANING COMPOUND



Dealer Helps: A three-color easel display, with cut-out for can, is the new promotion to help dealers sell "Kleerwater," a safe, economical and efficient boiler cleaning compound that removes grease, oil, rust, sludge and scale. It contains no potash, soda, lye, caustic acid, or any harmful ingredient, claim its manufacturers.

One pound can cleans boilers rated up to 600 square feet—enough for plants in ordinary residences and two to three apartment buildings. Full instructions on each can. Consumer literature also available.

Suggested Retail Price: \$1.25 per can, \$15.00 per dozen; dealers' cost, \$9.00 per dozen.

Keen-Rick Mfg. Co. 5034 N. Bernard St., Chicago, Ill.
Specify HT 146 when contacting maker or using Reader Service Form pages 8-9



CASTING ROD CASE—Welded electrically out of cold rolled steel, plated with chromium and fitted with a hermetically sealed cap—the "Protecturod" is designed to give real protection for casting rods. Made strong enough to withstand a half ton pressure, yet weighs less than two pounds.

Protecturod Company

4033 Windsor Road Youngstown, Ohio
Specify HT 147 when contacting maker or using Reader Service Form pages 8-9

FENCE PAINT—"Fence-Bond" is a factory-mixed, ready to use aluminum paint, specifically designed for painting rusted fence.

Skybryte Company

3125 Perkins Ave. Cleveland, Ohio
Specify HT 148 when contacting maker or using Reader Service Form pages 8-9

LABEL MACHINE—Shipping rooms of factories, stores and offices should be interested in a simple gluing machine which makes unnecessary the pre-gumming of labels. This machine can be operated with one hand and covers the surface of a label with a thin film of glue.

Glue Fast Equipment Co., Inc.

Chestnut St. Near 24th Philadelphia, Pa.
Specify HT 149 when contacting maker or using Reader Service Form pages 8-9

MIDGET MOTOR—A small motor, 2 3/8" high, having normal output of 1/1500 h. p. on continuous duty, is announced. It is available in three-wire, capacitor type and non-synchronous capacitor type, which can be modified to facilitate dynamic braking.

Bodine Electric Co.

2256 W. Ohio St. Chicago, Ill.
Specify HT 150 when contacting maker or using Reader Service Form pages 8-9

PLANTING GUN—The gardeners in your trade territory can be saved some back-breaking work by use of this planting gun which "shoots" the seed underground. It is operated from a standing position. Press a trigger and the desired number of seed is planted.

Ernst Hagerstrom Metalcraft Studio

1243 Chicago Ave. Evanston, Ill.
Specify HT 151 when contacting maker or using Reader Service Form pages 8-9

GUMMED REINFORCEMENTS—Four hundred doughnut-shaped gummed reinforcements for loose leaf sheets, on a patented holder, can now be applied in a fraction of the time and with less trouble than in the old way. The outfit is called "Pre-O-Tabs."

Lincoln Laboratories

410 Park Square Bldg. Boston, Mass.
Specify HT 152 when contacting maker, or using Reader Service Form pages 8-9

DRINKING FOUNTAIN—A water fountain for the kitchen sink, in the bathroom or laundry is made by fitting the faucet with a clip-on "bubbler." No special fastenings are needed and when not in use, it can be slid out of the way so as not to interfere with the usual flow of water through the faucet.

L. V. Hestad

212 Lumber Exchange Bldg. Minneapolis, Minn.
Specify HT 153 when contacting maker, or using Reader Service Form pages 8-9

SWITCH PLATE—Made in various styles to fit any standard toggle or push button switch, and for two outlet receptacles, this new "Glo-Plate" has a luminescent surface and glows in the dark to indicate its position.

National Plastics, Inc.

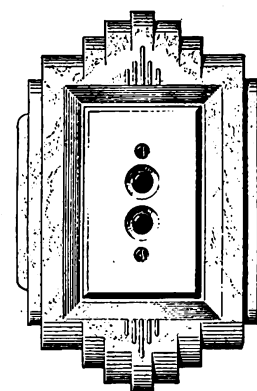
1001 Power Ave. Cleveland, Ohio
Specify HT 154 when contacting maker, or using Reader Service Form pages 8-9

HAND DRILL—No. 625 Hand Drill, listed in June H. T. to sell at \$2.50, should have read \$3.00, as the suggested retail price. **Stanley Tools**

Specify HT 155 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 11)

SWITCH SHIELD



Prospects: Homes, hotels, apartment buildings, office buildings and institutions.

Description: This decorative "Protecto" shield is designed to protect the wall surfaces immediately surrounding single or double wall switches.

It is installed by removing the switch plate, placing the shield in position over the switch, then replacing the plate, which holds the shield firmly in position.

Molded in conventional design of vari-colored plastic; single and double gang; colors: (either size) mottled ivory, pink, blue and green.

Dealer Helps: Display card.

Package and Shipping Weight: 25 shields to a carton; wt. 4 lbs.

Suggested Retail Price: Single gang, 25c each; double, 35c each.

Suppliers: Wholesalers.

Gits Molding Corp. 4600 W. Huron St., Chicago, Ill.
Specify HT 156 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC RANGE



Prospects: Homes and apartment buildings.

Description: The new Universal Cabinet Range, the "Flight," No. 1040, has a large, "bake-fast" oven, 16" x 16" x 19"; baking unit 2700 watts, broiling unit 2500 watts; automatic oven control with signal light; sliding shelves with lock stops. The one-piece table top is of acid-resisting porcelain enamel; rotary, load balancing switches; appliance outlet on back splasher. Surface units are Universal Super-Heat—5 heats; one 8 1/2" 2200 watts, 2—6 1/4" 1300 watts, "Economy" cooker 660 watts. Occupies 40" x 25" floor space; utility drawer, 16 1/4" x 17 1/2" x 6 3/4"; maximum connected load 11,320 watts; wired for lamp and timer.

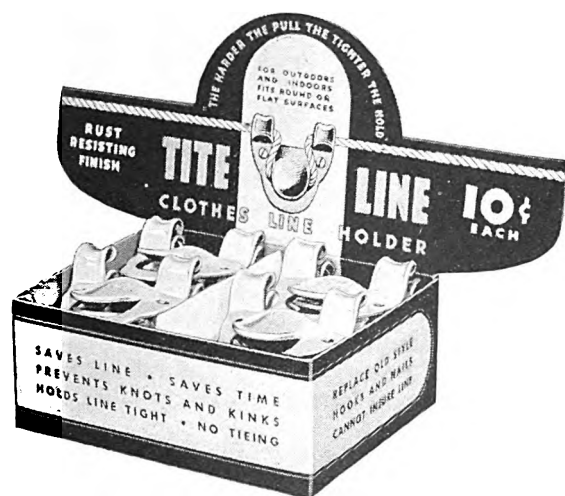
Package and Shipping Weight: Crated, 316 lbs.

Suggested Retail Price: \$99.95.

Suppliers: Wholesalers.

Landers, Frary & Clark New Britain, Conn.
Specify HT 157 when contacting maker or using Reader Service Form pages 8-9

CLOTHES LINE HOLDER DISPLAY



Dealer Helps: This new carton for displaying "Tite Line" Clothes Line Holders is now available to dealers without cost. It holds two dozen holders, with hooks, and the cover folds back to form a striking display. Takes only little room on a counter. Dealers' cost per two dozen holders, \$1.60. **Suggested Retail Price:** 10c per holder. **Suppliers:** Wholesalers.

The Midland Co. Dept. 2, South Milwaukee, Wis.
Specify HT 158 when contacting maker or using Reader Service Form pages 8-9

COFFEE BREWER TRAY SET



Prospects: Housewives.

Description: This attractive Cory Royal Deluxe Tray Set is artistic as well as practical for buffet or table service, and makes an ideal gift for weddings, birthdays, anniversaries, Mother's Day and the holidays.

The tray, 12" x 21", is beautifully carved from bird's eye maple and has a special high gloss finish impervious to moisture and stain. It is fitted with an eight-cup Royal Coffee Brewer of heat-resisting glass, cream pitcher and sugar bowl of crystal glass, hand decorated, striped with platinum to match the brewer. Four deep compartments provide for hors d'oeuvres, jam, crackers, relishes, cakes and sweets, etc. Coffee measure, funnel holder and handles on stove and coffee brewer are of ivory-tone Bakelite. Light rubber heat-proof pad. Glass filter rod also included. Two-heat (Hi-Low) electric stove. (660-80 watts) A.C. or D.C.

Dealer Helps: Window displays, direct mail and consumer literature, national advertising.

Package and Shipping Weight: One set, including electric stove, in a carton; wt. 12½ lbs.

Suggested Retail Price: \$15.00 each.

Suppliers: Wholesalers.

Glass Coffee Brewer Corp.

325 N. Wells St. Chicago, Ill.
Specify HT 159 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

FOLDING SEAT—This folding model "Comfo-Bak" spectator seat is made to carry along when your customers go fishing, to picnics, football, parades or the beach.

Comfo-Bak Corporation

23 E. Jackson Blvd. Chicago, Ill.
Specify HT 160 when contacting maker or using Reader Service Form pages 8-9

SWIMMING BELT—"Swimaster" is termed by its manufacturer as a life preserving belt that can be worn over or under clothing. Will support the heaviest person on the surface of the water in swimming position 12 to 16 hours. A slight squeeze is all that is necessary to inflate this belt in one second.

Swimaster Corporation Grand Forks, N. Dak.
Specify HT 161 when contacting maker or using Reader Service Form pages 8-9

WASHING MACHINE COVER—Made of eight-ounce stone-colored covert cloth; washable; can be put over your washer in a second's time; fits any household washer, square or round, thus eliminating grime, dust and dirt, which help to wear out the machine. Packed six covers to one carton to sell at \$1.98 to \$2.19.

Carl R. Wolff

3626 Lexington St. Chicago, Ill.
Specify HT 162 when contacting maker or using Reader Service Form pages 8-9

MILK COOLER—Made of practically 100% stainless steel inside and out, a large capacity milk cooler of a new, compact arrangement, cabinet type, has just been announced. Requires small floor space and can be quickly and easily cleaned.

York Ice Machinery Corp. York, Pa.
Specify HT 163 when contacting maker or using Reader Service Form pages 8-9

TOASTER—"Pop-up" toaster is completely automatic with genuine thermostatic control instead of clock. Bread can be toasted to individual taste. "Pops up" for attention when toast is done. Lists at \$12.95.

Knapp-Monarch Co. St. Louis, Mo.
Specify HT 164 when contacting maker or using Reader Service Form pages 8-9

TACK DRIVER—It looks like a standard stapler, but is made to drive single pointed, wire tacks as fast as one can squeeze the lever. Made to drive tacks of four different lengths and can be used in upholstering furniture, sign posting or for attaching shipping labels.

A. L. Hansen Mfg. Co.

5130 Ravenswood Ave. Chicago, Ill.
Specify HT 165 when contacting maker or using Reader Service Form pages 8-9

TWO-FACED WATCH—Has a conventional front face and a second hand on the back. This second hand is stationary, the dial rotates. This dial can be started and stopped instantly, making this watch ideal for timing sporting events.

The New Haven Clock Co. New Haven, Conn.
Specify HT 166 when contacting maker or using Reader Service Form pages 8-9

WOOD STAIN—"Zaponol" is the trade name of a new wood stain said to combine properties heretofore unknown in wood stains, such as sealing effect and controlled penetration, "sizing as it stains." Wash coat for most work is eliminated.

Atlas Powder Co.

Zapon Division Stamford, Conn.
Specify HT 167 when contacting maker or using Reader Service Form pages 8-9

RAZOR SHARPENER—A new 1940 abrasive impregnated compound of soft bellundum is the improvement in the "Bello" speed razor-blade sharpener, which now sells for \$2.95.

Buddy Bello Sales Co. Gardner, Mass.
Specify HT 168 when contacting maker or using Reader Service Form pages 8-9

FINISHING MATERIAL—"Tops" is a brand new finishing material that covers approximately 30% greater area and sprays hot or cold; air dries fast as lacquer. Does not check or shrink. Available in any desired sheen.

V. J. Dolan & Co., Inc.

1830 N. Laramie Ave. Chicago, Ill.
Specify HT 169 when contacting maker or using Reader Service Form pages 8-9

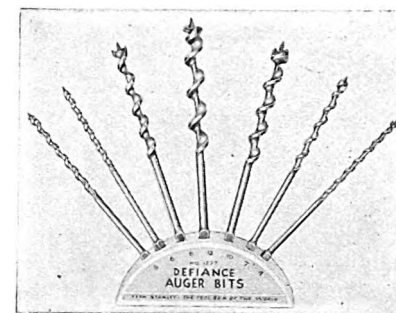
PADLOCK—A new padlock embodying all the fine features of craftsmanship, quality and security, No. 04864 is made to sell at \$1.00.

Eagle Lock Co.

Terryville, Conn.
Specify HT 170 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 12)

AUGER BIT DISPLAY



Dealer Helps: This auger bit merchandiser is for counter or window use. The wood block measures 6¾" long x 2¼" high x 1½" wide, and is lacquered red and white.

Display is furnished free of charge with two dozen No. 1227 Auger Bits as follows: 4—4/16", 4—5/16", 5—6/16", 2—7/16", 5—8/16", 2—10/16" and 2—12/16". One of each size is displayed.

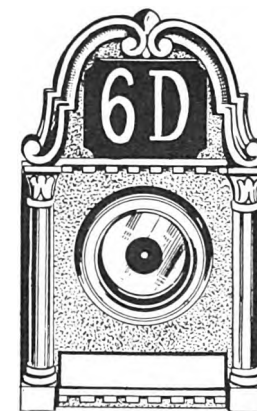
Package and Shipping Weight: 2½ lbs.

Suggested Retail Price: Total retail value, \$8.65.

Suppliers: Wholesalers.

Stanley Tools New Britain, Conn.
Specify HT 171 when contacting maker or using Reader Service Form pages 8-9

DOOR "EYE"



Prospects: Homes, apartments, hotels, offices, etc.

Description: This new Dooroscope, Model NC, protects the occupant from unwarranted intruders and canvassers, and gives him a sense of security when home alone. It is equipped with a special patented closure and "Mirror Observer." The back of the closure faces the inside of the home, and the "Mirror Observer" faces the outside. When the door-bell rings, the occupant can look through the "peephole" and see who is on the outside. After identifying the person outside, the occupant can speak to the caller through the specially constructed indirect speaking channels.

Available in designs to match individual doors; brass finish; size, 4¼" x 2½". Easily installed in any door in a few minutes. Patented.

Dealer Helps: Descriptive folder showing various models and designs; counter display, consisting of a cast-bronze stand with a two-color panel and two Dooroscopes mounted on it; also a large 14" x 21" attractive window display, illustrated in colors, with four Dooroscopes mounted on it. Both displays available to dealers for cost of items mounted on them.

Suggested Retail Price: \$2.00, f.o.b. New York City.

Suppliers: Wholesalers.

The Dooroscope Co., Inc.

32 Union Square New York, N. Y.
Specify HT 172 when contacting maker or using Reader Service Form pages 8-9

RIFLE



Prospects: Sportsmen.

Description: The Winchester hammerless slide action .22 rim fire sporting rifle, Model 61, is now equipped with a new action slide handle. This is considerably longer than the former style, adapting it for more range of shooter's reach. It is also semi-beavertail in shape, furnishing a wider and more secure and easy grip.

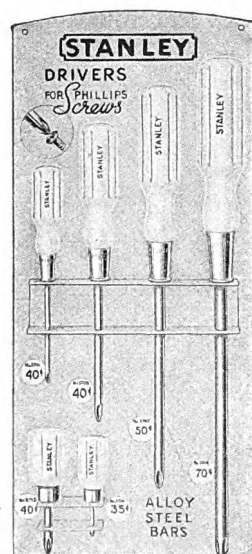
This rifle resembles the Winchester Model 12 Repeating Shotgun in many respects: design lines; bolt mechanism; hammer, positively locked back in retracted position during reloading; triple-safety action.

Model 61 is made in two styles: standard with round barrel, chambered to shoot .22 Long Rifle, Long and Short cartridges interchangeably; the other style, with octagon barrel, individually chambered to shoot only .22 Short cartridge, .22 Long Rifle, or the still more powerful .22 W.R.F. cartridges.

Winchester Repeating Arms Co.

Division of Western Cartridge Co. New Haven, Conn.
Specify HT 173 when contacting maker or using Reader Service Form pages 8-9

SCREW DRIVER DISPLAY



Dealer Helps: This attractive Display Unit No. 2712A in orange colored metal mounts drivers needed for all sizes of Phillips Screws and measures only 17" high, 7 1/2" wide. Numbers and provision for pricing are convenient to each item. The display can be used on counter or wall.

The drivers are precision made from alloy steel bars and have fluted hardwood handles. This selling help is included with the following assortment of drivers: 2 No. 2701, 4 No. 2702, 2 No. 2703, 1 No. 2704, 1 No. 2711 and 2 No. 2712.

Package and Shipping Weight: 3 1/2 lbs.

Suggested Retail Price: Drivers, 35c to 70c each; total retail value \$5.25. Slightly higher in far West.

Suppliers: Wholesalers.

Stanley Tools

New Britain, Conn.

Specify HT 174 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

IRONS—"Tel-A-Matic" iron is distinctive in design, has automatic control which accurately regulates heat when fabric to be ironed is dialed on convenient selector. Lists at \$8.95.

Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 175 when contacting maker or using Reader Service Form pages 8-9



LADDERS—Platform step ladder, extension ladders, trestles and folding step stools are fully described in a 12 page folder, with black and gold front page, with space for dealer imprint.

Babcock Mfg. Co.

Bath, N. Y.

Specify HT 176 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC IRONER—"I'm Through Ironing by Hand" is the title of an attractive handout or mailing folder, showing the many features of the Speed Queen Ironer.

Barlow & Seelig Mfg. Co.

Ripon, Wis.

Specify HT 177 when contacting maker or using Reader Service Form pages 8-9

CAULKING GUN—An attractive, compact display, featuring the new Ejector Cartridge Gun and the new Calbar Caulk-O-Seal Handy-Load Cartridge, is 11" and 13 1/2" wide and carries one of each number, telling the complete story in a few words.

The Calbar Paint & Varnish Co.

2612-26 N. Martha St.

Philadelphia, Pa.

Specify HT 178 when contacting maker or using Reader Service Form pages 8-9

PAINT—A wall display poster, 30" wide by 36" high, attractively illustrated in color and titled "Look Homeward, America," contains a message by an American father and offered free to all dealers who write for same.

Certain-teed Products Corporation

100 E. 42nd St.

New York, N. Y.

Specify HT 179 when contacting maker or using Reader Service Form pages 8-9

FISHLINE DRYER—Press a button and the Eclipse Automatic Fishline Dryer hangs your line out to dry. The story is attractively told in a four-page mailing or handout folder entitled "At Last!"

Eclipse Mfg. Co.

333 N. Michigan Ave.

Chicago, Ill.

Specify HT 180 when contacting maker or using Reader Service Form pages 8-9

PAINT MIXER—A broadside folder, thoroughly illustrated, tells the story of "Thoro-Mix," a new creation that solves the paint problem.

Fred M. Giddings

Galesburg, Ill.

Specify HT 181 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC COOKERY—"The New Art of Simplified Cooking" is the title of a new 1940 edition, designed to fit all sexes, pocket-books, occasions and altitudes. It is designed to be more than just a recipe book. Furnished for free distribution to consumers by G-E dealers.

General Electric Co.

Bridgeport, Conn.

Specify HT 182 when contacting maker or using Reader Service Form pages 8-9

PRESSURE GUNS—A complete line of caulking, glazing and grease guns is described in a new price list that eliminates all the guess-work for the hardware dealer, the jobber and the contractor.

Kenmar Mfg. Co.

Albert and Martha Sts.

Philadelphia, Pa.

Specify HT 183 when contacting maker or using Reader Service Form pages 8-9

ELECTRICAL NEWS—An advertising campaign is announced, which includes publicity in one of the largest weekly magazines supported by a complete program of trade paper and direct mail; with merchandising aids, including attractive deals, merchandising displays and counter display cards, together with various helps for dealers and jobbers who wish to conduct local campaigns.

Royal Electric Co., Inc.

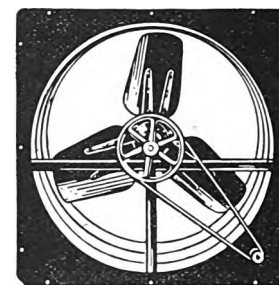
95 Grand Ave.

Pawtucket, R. I.

Specify HT 184 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 13)

COOLER FAN



Prospects: Homes and industrial plants.

Description: Especially suited for attic installation, this new 42", two-speed, belt-driven Cooler Fan will cool the entire home at low cost as well as effectively ventilate large business and industrial areas.

This large cooler fan exhausts 8,250 CFM on low speed and 11,700 CFM on top speed. Specially balanced blades, and resilient (rubber) mounting make for quiet, vibration-free operation. Specially engineered Capacitor Motor with in-built, automatic motor protector is located and mounted to simplify servicing. Ball-bearing fan shaft permits continuous operation without undue wear and gives 6,000 hours service before re-lubrication is necessary.

Available as a separate unit or may be purchased complete with automatic ceiling shutter and all-metal plenum chamber conveniently packaged and ready for erection in home attics.

The Emerson Electric Mfg. Co.

St. Louis, Mo.

Specify HT 185 when contacting maker or using Reader Service Form pages 8-9

POCKET FLASHLIGHT



Prospects: Homes, doctors, campers, sportsmen, etc.

Description: The Penlight has been redesigned and offers many new improvements. The handy thumb switch locks in "on" position and is easily released, yet will not come on in the pocket. Barrel is chrome-plated and decorated with a durable maroon enamel finish. Uses one Burgess No. Z2 battery (or two No. Z cells) and a GE Mazda No. 222 lamp. **Dealer Helps:** To present the Penlight, the manufacturers have utilized a picture of an attractive girl, as a sales aid. The easel-back display card, holding six No. 92 Penlights, is topped by a reproduction of a life-like painting of the charming "Patsy" (shown above).

A counter stand for displaying Burgess No. Z cells and No. Z2 batteries is also available, 6 No. Z2 batteries or 12 No. Z cells forming the unit of purchase.

Package and Shipping Weight: Display card, 6 Penlights and 12 No. Z2 batteries in a standard package.

Suggested Retail Price: Penlight, 59c, complete with battery. **Suppliers:** Wholesalers.

Burgess Battery Company

Freeport, Ill.

Specify HT 186 when contacting maker or using Reader Service Form pages 8-9

MITRE KIT



Prospects: Carpenters, home and professional craftsmen, picture frame builders, schools and universities for manual training courses, model builders, etc.

Sales Features: This new Mitre Kit No. 525 is a quality, precision unit. It is an improvement over the manufacturer's former model No. 515 in that it has an angle index on the back, which can be set at various popular angles or any angle desired, then locked firmly in position with the locking handle under the base of the kit.

The metal parts of this Mitre Kit are made of cadmium-plated steel. Wood parts are made of kiln-dried hardwood, mahogany stained and oil treated. It has a maximum cutting depth of two inches.

Shipping Weight: 4 1/4 lbs.

Suggested Retail Price: With saw complete, \$3.00.

Suppliers: Wholesalers.

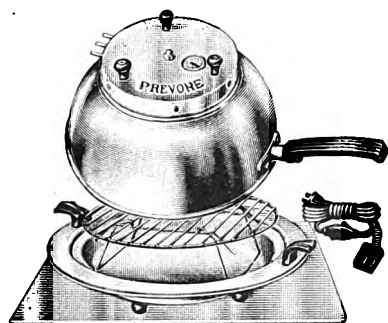
Baker McMillen Co.

160 Miller Ave.

Akron, Ohio

Specify HT 187 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC BROILER



Prospects: Homes, summer cottages, trailer camps, etc.

Description: This new DeLuxe Indicator Electric Broiler can be used for all types of cooking—it broils, bakes, toasts, fries, boils and roasts. Heat indicator reads "warm, moderate, hot, broil" and gives temperatures. It is equipped with an adjustable wire rack that has holding legs, to give two kinds of broiling. Broiler is 8 1/2" high, deep enough for roasting. A notable feature is the "Rite Self" Bakelite handle, with special safety angle, enabling broiler cover to turn very easily in operator's hands so that it is automatically put down on its Bakelite legs. Other features include: Metal covered asbestos tray, 14" x 17"; Underwriters' approved 2-heat cord set, with feed through switch. Black easy-clean heating element. High: 1,000 watts; low: 300 watts; 115 volts. Four models available; finished in polished aluminum or chromium.

Dealer Helps: Illustrated instruction sheet.

Suggested Retail Price: Prices range from \$5.55 to \$9.75 according to model.

Suppliers: Wholesalers.

Prevore Electric Manufacturing Co.

206-H Market Ave.

Brooklyn, N. Y.

Specify HT 188 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

OIL HEATER—"No Toil—Heat with Oil" is the title of an attractive handout folder, describing three models embodying the latest principles of distinctive modern styling.

The Moore Corp.

Joliet, Ill.

Specify HT 189 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC SHAVER—"How Would You Like to Shave in 90 Seconds?" is the title of a four-page dealer help folder which tells the story of the new Remington Dual Shaver.

Remington-Rand Co.

General Shave Division

Bridgeport, Conn.

Specify HT 190 when contacting maker or using Reader Service Form pages 8-9

BICYCLES—The second in a series of four seasonal "File Folders" of advertising and merchandising material includes supplies for a complete summer campaign, featuring a tabloid size newspaper. A colorful poster, a wide selection of newspaper advertisements and a group of ideas to help the dealer create his own advertisements. A printed description of the "Shelby Girl," a motorized action-display for the show window, is also included.

The Shelby Cycle Co.

Shelby, Ohio

Specify HT 191 when contacting maker or using Reader Service Form pages 8-9



PANEL BOARDS—"Nofuze" panel boards that provide automatic protection for lighting and power circuits in homes, buildings, and industrial plants are illustrated and described in a new four-page, vari-colored folder, just announced. Advantages and conveniences are outlined, and different panel arrangements illustrated. Write for copy of booklet F-8549.

Westinghouse Electric & Mfg. Co.

Dept. 7-N-20

East Pittsburgh, Pa.

Specify HT 192 when contacting maker or using Reader Service Form pages 8-9

HARDWARE CHAINS—"Fingertip Facts on Hardware Chains," a 16-page book, is the most comprehensive catalog on welded and weldless chains, chain specialties and attachments ever issued by the manufacturers for hardware retailers. Front page index serves as an automatic check list. Hardware dealers may obtain a copy without obligation.

American Chain & Cable Co., Inc.

American Chain Division

York, Pa.

Specify HT 193 when contacting maker or using Reader Service Form pages 8-9

AIR BRUSH—Catalog No. 77, 32 pages, 8 1/2" x 11", covers the complete line of spray equipment for both manual and automatic operation. This catalog is free on the press.

Eclipse Air Brush Co., Inc. Dept. HT, 390 Park Ave., Newark, N. J.

Specify HT 194 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC FANS—Electric cooler fan catalog consists of 12 pages, showing a complete line of belt-driven fans for attic installation, as well as fans for window installation for small homes and apartments. Catalog No. X3366 will be gladly sent on request.

Emerson Electric Mfg. Co.

St. Louis, Mo.

Specify HT 195 when contacting maker or using Reader Service Form pages 8-9

TOOLS—A 64-page catalog featuring a complete line of "Whale" and "Viking" tools describes the salient points of each, illustrating the tools in colors and giving general helpful data to metal-cutting tool users. Type arrangement is unusual in that the class numbers and list prices are near the outside edge of the page. You may have your copy by writing to the manufacturer.

The Forsberg Mfg. Co.

Bridgeport, Conn.

Specify HT 196 when contacting maker or using Reader Service Form pages 8-9

MECHANICAL RUBBER GOODS—Here is a three-fold volume contained in 24 pages—a condensed catalog, engineering data, and a guide to selection of various products.

The B. F. Goodrich Co.

Akron, Ohio

Specify HT 197 when contacting maker or using Reader Service Form pages 8-9

OVEN SET



Prospects: Housewives.

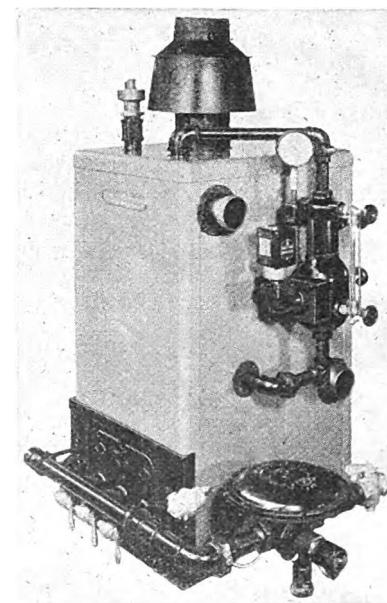
Sales Features: The five pans of this new "Wear-Ever" Oven Set will enable the housewife to cook a complete meal at one time, as the pans are just the right size to fit the average oven. They are also excellent for storing foods in refrigerator. When not in use, can be nested or stacked for storage.

These pans are made of extra hard sheet aluminum, finished in stain-resisting "Alumilite"; flat bottom, rounded, easy to clean corners. The cover knobs are heat-resisting Bakelite, recessed for stacking.

The Aluminum Cooking Utensil Co., New Kensington, Pa.

Specify HT 198 when contacting maker or using Reader Service Form pages 8-9

GAS-FIRED BOILERS



Dealer Helps: New automatic "GB" type gas-fired boilers, in five sizes for domestic, steam, vapor or hot-water systems, (typical model shown above), are described in a leaflet recently issued by the manufacturers.

The quick and economical heating qualities of these new cast-iron boilers are explained. An illustration shows the unusually large heating surface, which adds to the efficiency of operation. Complete insulation, which prevents undesired radiation, and new automatic controls are also described. A specification chart gives details on dimensions.

Suppliers: Wholesalers.

Westinghouse Electric & Mfg. Co.

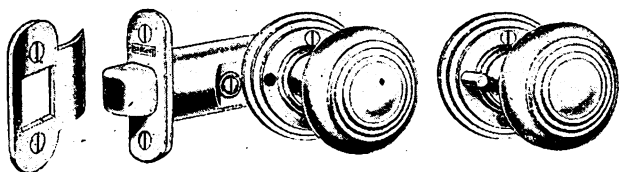
Air Conditioning Dept.

East Springfield, Mass.

Specify HT 199 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 14)

LOCK AND LATCH SETS



Prospects: Homes, hotels, theaters, housing projects, etc.

Description: These bored-in sets require minimum mortising in the door, only two holes, one bored to receive the lock, and one to intersect for the knob spindle. Templates are packed with each set to aid in application.

The locksets with "Auto-Release Button" are featured. The outside knob is set by the Auto-Release Button located on the inside rosette. The turn of the inside knob automatically releases the button. It can only be locked when the room is occupied.

Conventional type latch sets are furnished with metal and glass knobs with rosettes, or choice of three designs in elongated escutcheons. The sets with escutcheons are furnished with or without turn knob operation for use on bedroom and bathroom doors.

Sargent & Company P. O. Box 1940, New Haven, Conn.
Specify HT 200 when contacting maker or using Reader Service Form pages 8-9

HOSE NOZZLE



Prospects: Automobile owners, garages, service stations, bus companies.

Sales Features: This new Hose Nozzle, No. H-227, being rubber covered, will not damage finish of car. Will stand greater abuses than all metal nozzle. Special construction of the waterway gives a straighter stream—more force for washing off dirt, etc.

Nozzle is made of brass, with rubber covering.

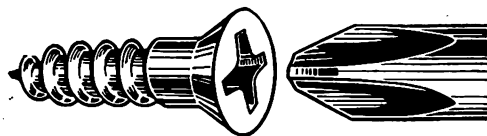
Dealer Helps: Display cartons.

Suggested Retail Price: \$1.00.

Scovill Mfg. Co.

47 Mill St. Waterbury, Conn.
Specify HT 201 when contacting maker or using Reader Service Form pages 8-9

SCREW



Sales Features: This "Recessed-Head" Screw permits: One hand driving, leaving other hand free for support or to steady work; straight line driving at any angle; faster, driving methods as tapered driver or bit cannot slip from recessed head; a stronger job and operations saved, as pilot holes can usually be eliminated to save an extra operation—when necessary, they can be drilled to much smaller diameters or smaller (lower cost) screws can be used.

Continental Screw Co.

700 Mt. Pleasant New Bedford, Mass.
Specify HT 202 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

MOTORS—A new two-page leaflet, illustrated and printed in colors, describes type FK constant speed, direct current motors, in either shunt or compound, wound types. These motors are available for operation on 32, 115 or 230 volts and cover a horse-power range of from 1/20 to 3/4 h. p. When you write for this leaflet, ask for No. F-8533.

Westinghouse Electric & Mfg. Co.

Dept. 7-N-20 East Pittsburgh, Pa.
Specify HT 203 when contacting maker or using Reader Service Form pages 8-9

LAMPS—Essential data pertaining to all Mazda lamps, useful in the expanding realm of photography, have been compiled and fenced off in a new, free folder, 8 1/2" x 11", which, when opened, measures 17" x 22" and printed on both sides, affording photographers and dealers a panoramic view of photo lamps. Seventy-six illustrations are used and their characteristics and recommended uses are given.

General Electric Co. Nela Park, Cleveland, Ohio
Specify HT 204 when contacting maker or using Reader Service Form pages 8-9

TUBULAR BOILERS—Catalog No. 89 is illustrated with diagrams and cuts on fusion process welded two-pass tubular boiler, portable series with refractory lined fire box.

Kewanee Boiler Corp. Kewanee, Ill.
Specify HT 205 when contacting maker or using Reader Service Form pages 8-9

LAWN SPRINKLERS—Since the Ross 1940 catalog went to press it has been necessary to publish an edition which includes hose tees, revolving sprinklers, humidity nozzles, garden siphons and a garden atomizer. Write for your copy.

The Ross Sprinkler Co. 34 Roberts St., Pasadena, Calif.
Specify HT 206 when contacting maker or using Reader Service Form pages 8-9

AIR CONDITIONING—An illustrated leaflet describing three new winter air conditioning units, designed for small floor space, is ready for distribution. A convenient table lists application data for each size, including Btu at input, bonnet and register.

Westinghouse Electric & Mfg. Co.

Air Conditioning Dept. East Springfield, Mass.
Specify HT 207 when contacting maker or using Reader Service Form pages 8-9

CARTOONS—The original drawings of cartoons which have appeared in this publication will be presented to those dealers who can use them in their display work.—Only one of each—so, first come—first served. Address

Hardware Today

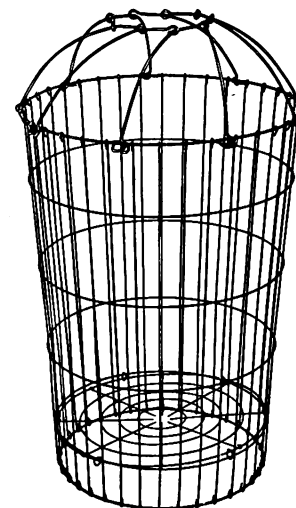
415 No. LaSalle St.

Chicago



"HE SAYS HE'S GOT A COMPLAINT!"

BURNER BASKET



Prospects: Home owners, farmers.

Description: The new Cyclone "Flex-Top" Burner Basket comes with the cover attached—yet baskets can be nested for shipment or storage.

The baskets are bright and colorful, all painted red; sturdily constructed; close, even mesh; made of No. 10 wire except top and bottom rim, which are No. 6; intersections electrically welded for added strength. Raised bottom assures good draft; the close mesh keeps burning fragments safely confined. Height 28"; diameter, top, 19"; diameter, bottom, 15"; capacity, approximately 2 1/2 bu.

List Price: Per dozen, \$15.00.

Cyclone Fence Company

Specify HT 208 when contacting maker or using Reader Service Form pages 8-9

Waukegan, Ill.

COOKING UTENSIL



Prospects: Housewives.

Sales Features: The new "Mirro" Windsor Sauce Pan is the first aluminum pan of its type to be put on the market without rivet heads showing or protruding on the inside, it is claimed.

The pan has a spot-welded handle, and is perfectly smooth inside. This feature, together with the smooth "Sani-tite" rim, "Sani-Form" handle, rounded corners and flat bottom, makes cleaning unusually easy. Convenient cup graduations on the pan save the housewife time and steps.

Special Introductory Price, \$1.39 per set during "Mirro" Fall campaign; \$1.49 in extreme south and west.

Aluminum Goods Mfg. Co.

Specify HT 209 when contacting maker or using Reader Service Form pages 8-9

Manitowoc, Wis.

MOTOR SCOOTER DISPLAY

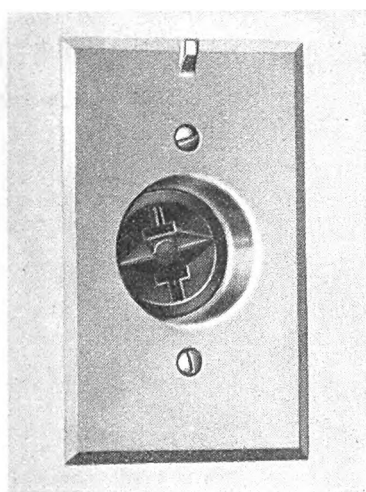


Dealer Helps: This attractive display stand for the "Moto-Scoot," a two-wheeled, gas-driven scooter, makes it possible for any dealer to put in a "Moto-Scoot" department in a very small space, and at the same time, have his complete department compact and readily accessible. While designed to sell for \$5.00, as an introductory offer, it is being offered free of charge with every initial dealer order for two or more "Moto-Scoots," one machine to be used on the display stand and the other as a demonstrator. Also available are: counter signs, complete bulletin service, testimonials, plans, mats and colored folders.

Moto-Scoot Mfg. Co.

8401 South Chicago Ave. Chicago, Ill.
Specify HT 210 when contacting maker or using Reader Service Form pages 8-9

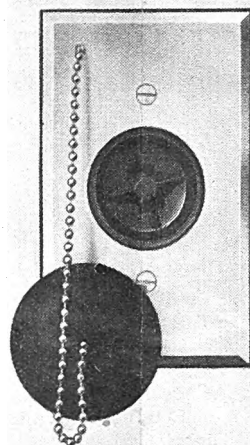
OUTLETS



Prospects: Homes, contractors and builders.

Description: Two new moderately-priced, special electrical outlets, one for use with electric wall clocks and the other for outdoor use in all weather, have been introduced. Clock hanger outlet (shown above) provides both mechanical support and electrical connection for clocks. It includes a brass plate with a hook which is an integral part of the plate. The outlet itself is deeply recessed to conceal the

cord and plug, and allows the clock to hang flush with the wall. Easy to install, requires no special hooks or plates.



Weatherproof outlet is designed to use as an outdoor lighting or appliance outlet or for use in damp locations. It includes a cadmium-finished aluminum-lacquered plate, a rubber mat for use under the plate to keep out moisture, and a rubber cap. The cap is attached to the plate by a bead chain. **Suppliers:** Wholesalers.

General Electric Co.
Appliance & Merchandise Dept. Bridgeport, Conn.
Specify HT 211 when contacting maker or using Reader Service Form pages 8-9

INSECT REPELLENT LAMP



Prospects: Homes, roadside stands, trailer camps, summer cottages, dance pavilions, swimming pools, open air cafes, etc.

Description: Through the use of Save Translucent Yellow Glass Lamps, it is now possible for your customers to enjoy their evenings out of doors without the discomfort of mosquitos, moths, gnats, flies and other insects usually attracted by common types of artificial light. These lamps do not kill insects with resulting unpleasant mess—their function is to give ample light for all purposes, at the same time repelling insects and bugs.

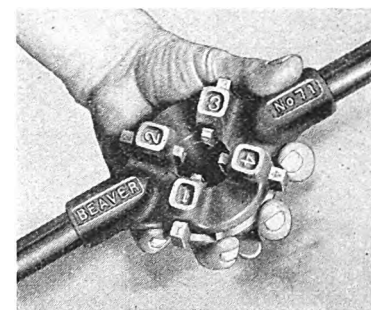
Made in all sizes suitable for all lighting requirements.

Dealer Helps: To insure dealers an adequate summer lamp volume, a complete standard package, Deal F, is being offered. Included in the deal is: 1 Pyramid display, 1 counter card, 1 metal four-color display stand, and 100 four-page folders, all available without charge with the purchase of 24 Insect Repellent Lamps—6 each, 60, 75, 100 and 150 watts. Dealers' cost per deal, \$6.20.

Suggested Retail Price: 25c to 50c each, depending on size of lamp; retailing selling value of deal, \$9.30.

Save Electric Corp. 615-623 Front St., Toledo, Ohio
Specify HT 212 when contacting maker or using Reader Service Form pages 8-9

PIPE AND BOLT THREADERS



Prospects: Plumbers, etc.

Sales Features: U. S. patents have been allowed on two new pipe and bolt threaders. "No. 71" (shown above) is plain type while "No. 71-R" is ratchet design. Made compact, sturdy, simple, and easily adjusted. Dies are well above tool body, allowing chip to clear instantly. Dies are easily oiled and can be changed in 20 seconds, without tools. Adjustable for oversize or undersize threads, and as a single unit, insuring uniform cutting. Threads pipes, 1/8 to 3/4 inch, and bolts, 1/4 to 1 inch (by 16ths), right or left hand.

Dealer Helps: Handsome, sturdy metal box is available, with hinged cover and partitions to hold 12 sets of dies.

Suggested Retail Price: Plain, No. 71, less dies, \$4.50; ratchet, No. 71-R, less dies, \$6.50.

Beaver Pipe Tools 740 Watson Ave., Warren, Ohio
Specify HT 213 when contacting maker or using Reader Service Form pages 8-9

VACUUM BOTTLES



Prospects: Picnickers, campers, sportsmen, workingmen, etc.

Description: The stainless steel linings of these new Stanley Vacuum Bottles not only add to the temperature maintenance of the goods, but greatly enhance their value and usefulness because these linings cannot chip, crack or craze. Easily kept sanitary since boiling water cannot harm stainless steel.

Their tested and efficient vacuum properties keep contents at desired hot or cold serving temperatures for long periods, it is claimed.

The baked-on "Metaloid" finish of these bottles is attractive as well as durable; bottom band and cup, chromium plated, non-tarnishing; colors: maroon, green and blue; pint, quart and two-quart capacities.

Package and Shipping Weight: Packed singly—wt. pint, 3 lbs.; quart, 4 lbs.; two-quart, 7 lbs.

Suppliers: Wholesalers.

Stanley Insulating Co.
Landers, Frary & Clark, Sole Agents New Britain, Conn.
Specify HT 214 when contacting maker or using Reader Service Form pages 8-9

HARDWARE

The National Merchandising Information Service

Hardware and Tools Farm Implements and Farm Building Equipment Home Appliances and Housewares Sporting Goods, Toys and Novelties

MAR 16 1940

Today

Vol. 1

AUGUST 1940

No. 8

MERCHANDISING SPOTLIGHT

HARDWARE TODAY calls to your attention the following items taken from the pages of this issue. Each one has been selected with the idea of being of assistance to you in spotlighting seasonable merchandise.

Page

DRAPERY FIXTURE—a complete department occupying only two feet of counter space. Your opportunity for a space-saving, sales-producing, profitable drapery fixture department..... 3

FURNITURE SCRATCHES—here's a "Scratch Stik" in handy form that removes scratches from furniture and woodwork. Just rub it over the scratches and away they disappear..... 3

ANCHORS—DRILLS—every mechanic is a prospect for this widely advertised drill that makes clean, uniform holes for anchors..... 5

SPORTING GOODS—a complete line of select Fall and Winter sporting goods, attractively arranged on display stand..... 7

THREE GREAT PROFIT BUILDERS—the "Snack Bar" free with Profit Builder No. 1 and you select your own assortment of Toastmaster items..... 8, 9

KITCHEN CLOCKS AND POCKET WATCHES—in new design at a low price to sell at \$2.50 and \$1.95 respectively..... 11

SHOT GUN—the new Stevens over-and-under .410 bore shot gun to retail at \$15.10 assures quick turnover..... 13

PIPE CHAIN VISE—your customers will like this pipe chain vise with its modern, business-like appearance, easy operation and ability to hold pipes firmly..... 16

CUTTER WHEEL—when your customers want clean pipe cuts, the manufacturers claim that Ridgid is the answer..... 16

HARDWARE TRADE WINDS

In the wholesale trade of General Hardware over the entire United States, May, 1940, shows 5.9% increase over May, 1939. By regions only New England states show a decrease from last year.

In the retail trade, reports from 1651 independent retail firms throughout the United States, show 2.1% increase during May, 1940, as compared with May, 1939. By regions only West North Central and West South Central show decreases from last year.

INDEX TO LIVE LINES

Here every month you will find a handy "check list" of new and improved products to sell—and the latest dealer helps available to increase turnover on established lines.

Brief descriptions of these items are given in this issue—for additional information use convenient Reader Service Form between pages 6, 7, 10 and 11.

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HARDWARE SALES TRENDS - BY REGIONS

MAY, 1940

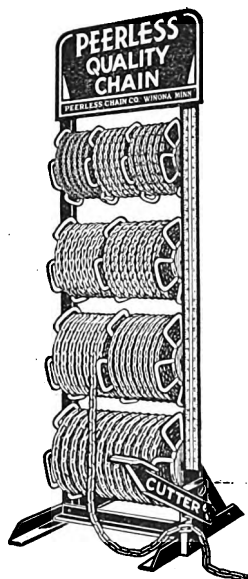
Source: U.S. Bureau of Foreign and Domestic Commerce. Percentages are based on sales reported by 1651 independent retail and 146 wholesale firms.

WHOLESALE			REGION	RETAIL		
% Increase over May, 1939	% Decrease			% Decrease	% Increase over May, 1939	
10	5	0	5	0	5	10
		5.9%	U.S. TOTAL		2.1%	
		0.9%	New England		3.9%	
		1.2%	Middle Atlantic		4.3%	
		5.8%	East North Central		0.8%	
		5.4%	West North Central	0.2%		
		3.1%	South Atlantic		6.4%	
		14.2%	East South Central		5.9%	
		0.3%	West South Central	4.5%		
		5.6%	Mountain		1.6%	
		8.6%	Pacific		4.4%	

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CHAIN DISPLAY



Dealer Helps: The "Peerless" Reel Chain Display permits customer to select at a glance the kind and quantity of chain best suited for his particular need. Stand has a built-in chain cutter and measuring stick and is loaned without cost with the purchase of a complete assortment No. A of eight popular types of welded and weldless chain in both electro galvanized and bright finishes. The built-in cutter eliminates the awkwardness and difficulty of cutting chain with a hand cutter. The hooked yardstick, fastened to side of stand, makes chain measurement easy and accurate. Display stand is rigidly constructed, with steel frame, and has a two-color display sign. Measures 52" high, 18" deep and 16½" wide, occupying less than two square feet of floor space. Dealers' cost \$31.83 delivered. Shipping Weight: Stand 25 lbs, chain 155 lbs. Total List Price: \$49.70. Suppliers: Wholesalers.

Peerless Chain Co. Dept. HT Winona, Minn.
Specify HT 217 when contacting maker or using Reader Service Form pages 6-7

PADLOCK WINDOW DISPLAY



Dealer Helps: This attractive, colorful window display card, No. WC3, with attention getting, human interest appeal, is now being offered to dealers to stimulate and increase the sale of Corbin Padlocks in their stores.

Size: 20¾" x 19¾".

Suppliers: Wholesalers.

Corbin Cabinet Lock Co. New Britain, Conn.
Specify HT 218 when contacting maker or using Reader Service Form pages 6-7

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PLEASE NOTE

The Reader Service Forms this issue are located between pages 6 and 7 and 10 and 11.

—The Editor



"I DEMAND THAT YOU GIVE MR. JONES A REFUND, THIS LOCK IS NO GOOD."

ELECTRIC WATER HEATER



Prospects: Homes, summer cottages, farms, trailers, lunch wagons, etc.

Description: The Model CH Midget Water Heater furnishes really hot water every 20 minutes for dish-washing, wash-up, shaving, etc. Manufacturer guarantees it to fit any standard sink or wash basin, and will not interfere with regular water system. It is easily installed, and free tools and all necessary fittings are included. Can be plugged in any 110 A.C. light socket.

The two-gallon, insulated tank is constructed of copper; equipped with Westinghouse elements and controls. Dimensions: 18" high x 8" in diameter. A safety valve (needed wherever water supply is under pressure) is furnished at a slight additional cost.

Larger models in 30 and 50 gallon capacities, round and square types, also available.

Package and Shipping Weight: 17 lbs.

Suggested Retail Price: \$19.75 F.O.B.

General Construction Corp.

P. O. Box 3

Richmond, Va.

Specify HT 219 when contacting maker or using Reader Service Form pages 6-7

BELT LACING ASSORTMENT



Dealer Helps: A new point of sale display, No. 420, has been designed to attract farmers and shopmen and to call their attention to the time and trouble that will be saved by getting a Handy Package of Alligator Steel Belt Lacing before a belt breaks.

The assortment consists of five Handy Packages each of the four most popular sizes: 15S, 20S, 25S and 27S in display box. These four sizes handle the lacing of belts from ⅛" to ¾" thick.

The Flexible Steel Lacing Co.

4607 W. Lexington St.

Chicago, Ill.

Specify HT 220 when contacting maker or using Reader Service Form pages 6-7

HOCKEY GAME



Prospects: Everybody.

Description: "Official Hockey Game" is speedy, absorbing and exciting. The puck, made of plastic, zips up and down the "ice"—rebounds off the boards—moves like lightning. There are face offs and passing, crashing and fighting players, and penalties for offside and slugging. Besides its exciting play features, it is realistic in appearance, with field platform and spectator gallery printed in four colors. A special pair of dice is furnished. Score sheets and complete directions. Indicators at both goals for score by periods. Box measures 20 1/4" x 13 1/4" x 1 1/2".

Package and Shipping Weight: 1 doz. to standard carton; wt. 25 lbs.

List Price: \$1.00.

Suppliers: Wholesalers.

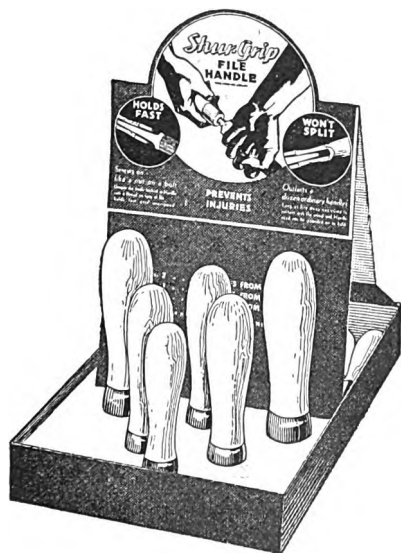
Toy Creations, Inc.

200—5th Ave.

New York, N. Y.

Specify HT 221 when contacting maker or using Reader Service Form pages 6-7

FILE HANDLE ASSORTMENT



Dealer Helps: No. 12 "Shur-Grip" Assortment consists of 12 handles for files from 3" to 12", and should appeal to all file users. A hardened flexible steel die locked in the handle cuts a thread on the file tang as it is screwed on—prevents injuries, saves time, and outlasts several ordinary handles. The display box is printed in brown and black and occupies only 4 3/4" x 6 1/2" counter space.

Average Retail Value: \$1.90; dealers' cost, \$1.15.

Suppliers: Wholesalers.

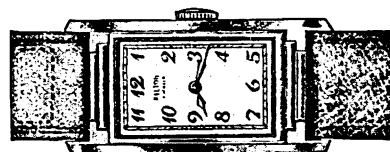
Parker-Kalon Corp.

200 Varick St.

New York, N. Y.

Specify HT 222 when contacting maker or using Reader Service Form pages 6-7

WRIST WATCHES



Description: Just introduced are two new Kelton seven-jewel wrist watches for men in "Pink Gold" effect—the latest gold color for watches that is sweeping the country.

Suggested Retail Price: "Drake" pink gold (illustrated) will sell to the public at \$9.95, "Douglas," the "shock-proof" wrist watch, at \$7.95.

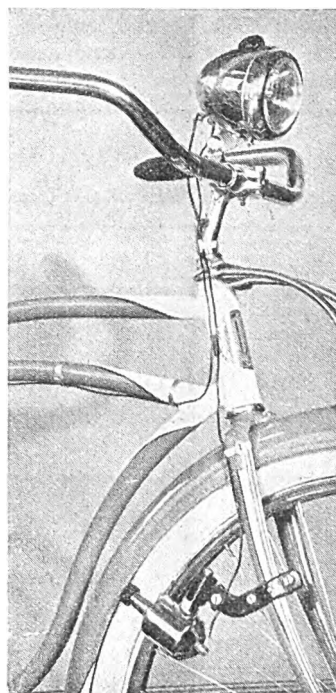
Suppliers: Wholesalers.

The Ingersoll-Waterbury Co.

Waterbury, Conn.

Specify HT 223 when contacting maker or using Reader Service Form pages 6-7

BICYCLE ACCESSORIES



Prospects: Bicycle owners.

Description: The "Lucifer" Generating Sets for bicycles, made in Switzerland, and well known throughout Europe for their high quality, are now being offered for distribution in this country for the first time. The "Lucifer" is a powerful, efficient, good-looking and easy running generator. The sets consist of generator which clamps to any cycle fork or rear stay, two types of head-light with adjustable clamp handle bar bracket, two types of tail light mounted on rear frame stays, seat post or mud guard.

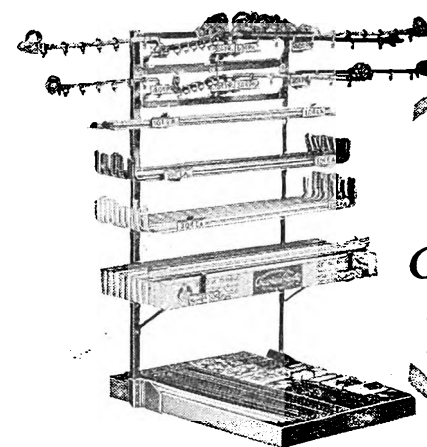
The principle involved in the 10-volt Lucifer generator is the 12-pole rotary type magnet, which does away with contact brushes, plus patented coil. Smooth flow of current output is assured, magnets cannot lose their strength and are not affected by short circuits.

The Washington Cycle and Supply Co.

504 First Ave., S.

Seattle, Wash.

Specify HT 224 when contacting maker or using Reader Service Form pages 6-7



Only
Two Feet
of
Counter Space
But a Complete
Drapery Fixture
Department

If you've wanted to add a profitable drapery fixture department . . . if you've wanted to consolidate an existing drapery fixture line into a space-saving, sales-producing department . . . here's your opportunity. Five minutes after this unit arrives, you can have it at work for you.

It's the Judd Display Set No. 282, 17 1/2" x 25", all-metal, rigid, convenient, efficient. Offered with a special deal on genuine Judd drapery fixtures, the generous-margin line known to millions of customers as the best value in style and quality.

Ask your jobber, or write today for details.



Specify HT 225 when contacting maker or using Reader Service Form pages 6-7

SCRATCH REMOVER



Prospects: Homes, offices, stores, shops, etc.

Description: The "Skratch Stik" is a handy item that removes scratches from furniture and woodwork. It is easy to use—just rub over the scratches.

Dealer Helps: Each "Skratch Stik" is packaged in an attractive permanent container, which includes directions for using. An attractive merchandiser (illustrated above) is furnished free with Deal No. 1-A—contains 12 "Skratch Stiks" with a cadmium plated wire display and a three-color card. Dealers' cost, \$2.80.

Direct mail and consumer literature; national advertising. **Package and Shipping Weight:** 12 "Skratch Stiks" packed in a standard package.

Suggested Retail Price: 35c each.

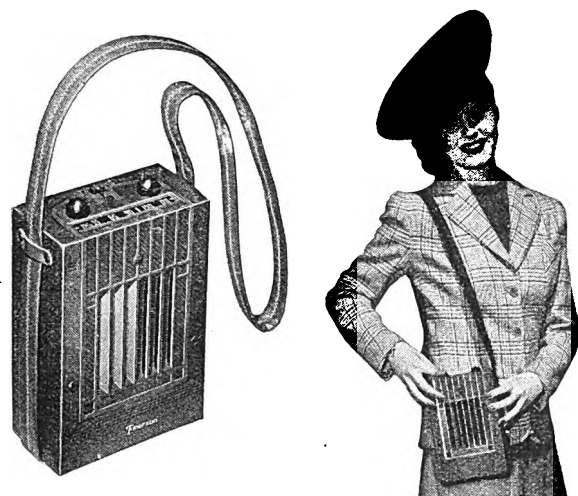
Suppliers: Wholesalers.

General Cement Mfg. Co.

Specify HT 226 when contacting maker or using Reader Service Form pages 6-7

Rockford, Ill.

PORTABLE RADIO



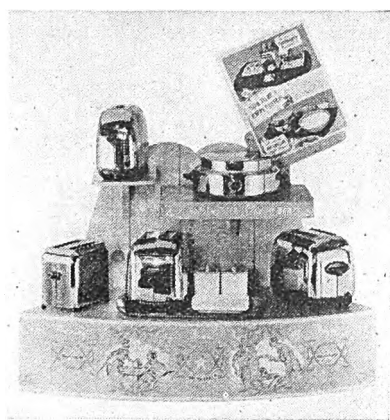
Prospects: Campers, picnickers, sportsmen, etc.

Description: This pocket-size "Personal" Portable Radio Model 379 plays on its own power—everywhere—no outside connections needed. It is a 4-tube superheterodyne model, with such features as: Standard broadcast and police band coverage; 4" permanent magnet dynamic speaker, with extra large magnet; automatic control; efficient inclosed shoulder strap antenna. Cabinet is of simulated brown embossed leather.

Suggested Retail Price: \$19.95.

Emerson Radio & Phonograph Corp.
111 Eighth Ave. New York City, N. Y.
Specify HT 227 when contacting maker or using Reader Service Form pages 6-7

ELECTRICAL APPLIANCE DISPLAY



Dealer Helps: The "Snack Bar," a new display selling fixture, offered free to retailers in connection with manufacturer's comprehensive merchandising and advertising plan to build Fall and Holiday trade to new high levels, is announced.

The "Snack Bar" holds a five-piece assortment of Toastmaster products (listed as "Profit Builder No. 1") and can be used on table, counter or any other strategic location in the store.

In addition to the "Snack Bar," a variety of attractive merchandising aids, such as booklets, envelope enclosures, mats, electros, and reprints of the striking full-color pages appearing in national magazines, is available to help merchandise this once-a-year "melon-cutting" event for dealers. The deadline for dealers' orders on these deals is August 31.

McGraw Electric Co.
Toastmaster Products Division Elgin, Ill.
Specify HT 228 when contacting maker or using Reader Service Form pages 6-7

HARDWARE
Today

The National Merchandising Information Service

Hardware and Tools	Home Appliances and Housewares
Farm Implements and Farm Building Equipment	Sporting Goods, Toys, and Novelties

Published by
NATIONAL RESEARCH BUREAU, INC.
415 North LaSalle Street
Chicago

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DISTRICT REPRESENTATIVES

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AUGUST, 1940

Distribution This Issue—30,000 Copies

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of all hardware wholesalers. This list has been selected on the basis of financial and credit ratings and demonstrated capacity for selling hardware and allied lines, and from direct requests from qualified outlets and individuals.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

THIS THING CALLED "WORK"

If you work for a man, in heaven's name work for him!

If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him and stand by the business he represents.

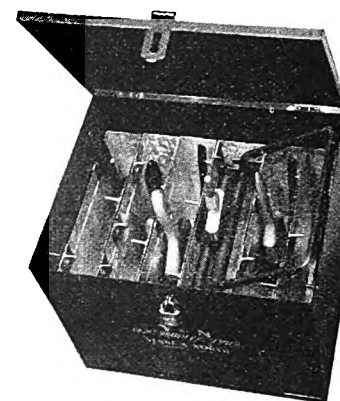
Loyalty is devotion to duty, which means the discharge of any obligation which a person owes to his employer in return for the values he receives, as well as to his conscience in the faithful performance of it.

Therefore, be loyal to yourself as well as to your employer. When your time is sold, or you have promised faithfully to perform your work for a given price, it is just as dishonest to shirk your duty as it would be to steal that amount of money.

In order to be successful, one must create within himself a feeling that his employer's interests are as vital to him as his own. He must be just as careful in dealing with the public as if the business were being operated with his own capital.

John R. Hazard

PAINT BRUSH PRESERVER



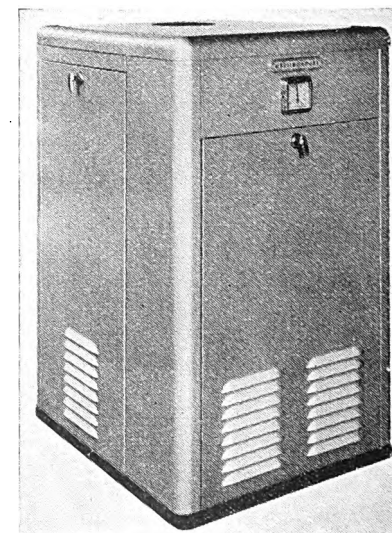
Prospects: Painters and decorators.

Description: The "Y & N" Paint Brush Preserver consists of a metal box, 11" x 12" x 14", with six separate compartments. Five of these compartments are used to suspend brushes of various lengths and widths in a preserving liquid. The sixth compartment contains a wringer, consisting of two rollers, easily operated by a slight touch of the fingers. Each compartment, clips and wringer attachment are easily removed for cleaning.

Weight: 25 lbs.

Yenne & North Mfg. Co.
P. O. Box 362 Wooster, Ohio
Specify HT 229 when contacting maker or using Reader Service Form pages 6-7

GAS BOILERS

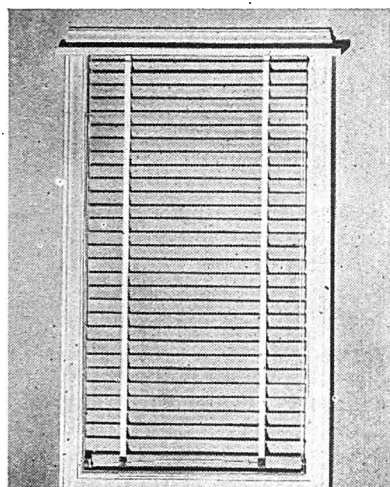


Sales Features: A new line of completely automatic gas-fired boilers designed for home owners and builders has recently been announced. The scientific design of the burners and their cast-iron boiler sections insure maximum heat.

The boilers are enclosed in steel jackets finished in silver-gray "Hammerloid"; hardware is ebony and chrome finished. Available in four sizes: Operating on steam systems they are rated at 300, 390, 490, and 600 square feet of radiating area; on hot water systems their rated radiation areas are 482, 632, 800, and 965 square feet.

Westinghouse Electric & Mfg. Co.
Home Heating Sales Dept. East Springfield, Mass.
Specify HT 230 when contacting maker or using Reader Service Form pages 6-7

VENETIAN BLINDS



Prospects: Homes, apartment buildings, offices, etc.
Description: A new low cost Venetian blind, that is both substantial and fully automatic, has been especially developed to reach the vast majority of the profitable "mass market." The slats are made in three layers of compressed chestnut fibre, which, subjected to intense degrees of heat, achieve exceptional rigidity and the costly curved effect that is so popular today. This "thermo-plastic" process is also effective in preventing warping. Blinds have a washable, baked enamel finish, positive tilting device, automatic cord locks, full 1" sturdy duck tapes and durable cords. Simplified installation is another selling point for dealers who wish to merchandise these blinds on a basis of square feet, including installation.

Dealer Helps: An enameled wood display rack, 28" wide and 24" high, complete with mounted Venetian blind, is available to dealers at a cost of \$2.00, or \$1.00 with orders of 50 or more blinds.
Suggested Retail Price: \$1.49 for narrower widths; \$1.98 for 30" and 36" widths.

Clopay Corporation

Clopay Square Cincinnati, Ohio.
 Specify HT 231 when contacting maker or using Reader Service Form pages 6-7

PLANT FOOD



Dealer Helps: "Vigoro" is now available in convenient tablet form. The tablets each contain 25 grains of "Vigoro" and are packed 24 to the carton. Included in each carton is a circular giving instructions for the use of the tablets and helpful information and pointers on the care and feeding of house plants and porch boxes. For display purposes, 30 cartons are packed in a colorful display case (illustrated above).

Suggested Retail Price: 10c per carton.

Swift & Co.

Fertilizer Works, Union Stock Yards Chicago, Ill.
 Specify HT 232 when contacting maker or using Reader Service Form pages 6-7

DECORATIVE FIGURES



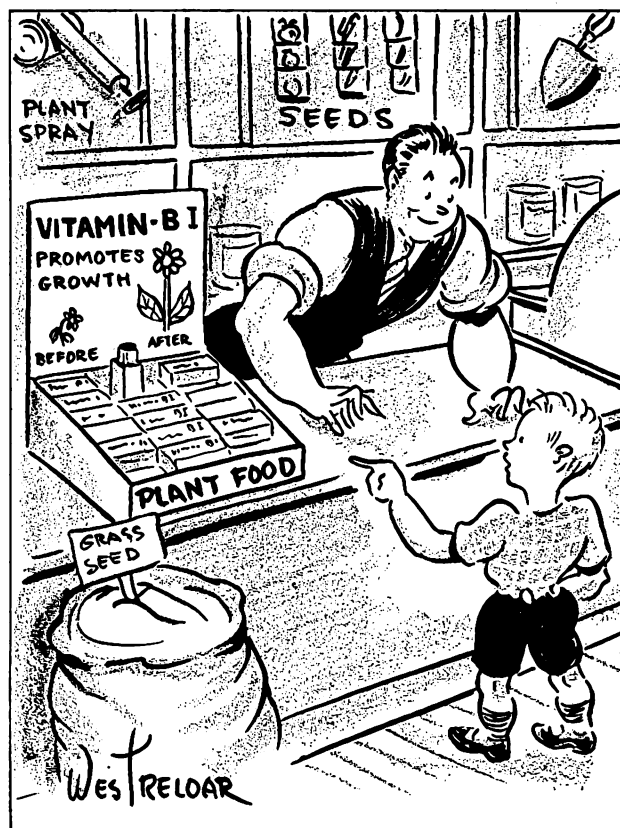
Dealer Help: To attract customers' attention, "Dec-O-Tape" and "Figurettes" are put up in a colorful, lithographed all-metal display. This counter merchandiser contains 82 assorted rolls of "Dec-O-Tape" and 40 assorted packets of "Figurettes." It also has a reserve supply of merchandise packed beneath the display portion. Other displays also available.

"Dec-O-Tape" and "Figurettes" are made of durable material, stick instantly and firmly without moistening or glue, and can be easily removed without damage to washable surfaces. They make innumerable pleasing combinations for wall panels, borders, etc., and for attractively decorating gift packages. A folder illustrating all possible designs, giving color and application information, is included in each roll of "Dec-O-Tape" and packet of "Figurettes."

Suppliers: Wholesalers.

Van Cleef Bros.

7800 Woodlawn Ave. Chicago, Ill.
 Specify HT 233 when contacting maker or using Reader Service Form pages 6-7



"IS THAT WHAT 'JACK THE GIANT KILLER' USED ON HIS BEAN STALK?"

PUT EXTRA PROFIT INTO EVERY SALE

of PAINE LEAD ANCHORS BY PUSHING PAINE

"SUDDEN DEPTH"

Carboloy - Tipped DRILLS



Every mechanic is a prospect for this widely advertised drill that makes clean, uniform holes for anchors in Tile, Slate, Stone, Concrete, Brick, Marble, Mosaic and other hard materials. The Carboloy Tipped point holds edge 50 times longer than ordinary drills. Can be used in any slow speed portable Electric Drill or Brace and Bit without fracturing the most fragile material.

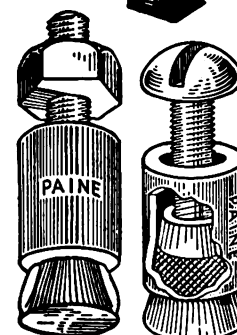


Fig. 910

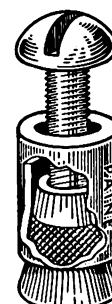


Fig. 900

Paine Extra Strength Lead Anchors

Here are two Lead Anchors you can recommend and sell with complete confidence for fastening small machine tools, benches, shelving, plumbing fixtures, electrical equipment and other devices in solid walls, floors and ceilings. They are simple and easy to install and can be used safely in the most fragile materials. Their advanced design and rugged construction—from a special lead mix—assure a secure anchorage. Consistently advertised to give fast turnover. Ask your Jobber for these PAINE Products TODAY and write for catalog featuring complete line of Drills, Anchors, Toggle Bolts, Pipe Strap, Switch Boxes.

THE PAINE CO.

2947 CARROLL AVE. CHICAGO, ILL.
 New York Warehouse & Sales: 48 Warren St.



Specify HT 234 when contacting maker or using Reader Service Form pages 6-7

EXHAUST FAN DISPLAY



Dealer Help: This compact, easel-type rack displays four of the six units in the Victor Force Air Exhaust Fan line. Each of the four units—VS-218, VS-219, VS-220 and VS-221—is mounted on the rack completely equipped and wired for plugging in. This feature, plus light weight, makes it especially adaptable to demonstration in the store or anywhere.

Victor Electric Products, Inc.

2950 Robertson Ave., Oakley Cincinnati, Ohio.
 Specify HT 235 when contacting maker or using Reader Service Form pages 6-7

SOAP-SAUCE PAN PROMOTION



Dealer Helps: The makers of Ivory Soap have united with "Mirro" manufacturers in a premium merchandising promotion: Dealers sell the "Mirro" sauce pan for 50c and four Ivory Soap labels, advertisements referring soap users to "Mirro" dealers to redeem wrappers. "Mirro" manufacturers redeem wrappers from the dealers at the close of the campaign and issue credit so that dealers make full profit margin. Wrappers will not be redeemable at grocery stores. Advertising in Woman's Home Companion, Good Housekeeping, Ladies' Home Journal, McCall's, This Week, and Saturday Evening Post, and coast to coast radio advertising will be used to put campaign over.

An attractive, colorful 11" x 17" display card, and a mat to tie up with the national advertising available.

Suppliers: Wholesalers.

Aluminum Goods Mfg. Co.

Manitowoc, Wis.

Specify HT 236 when contacting maker or using Reader Service Form pages 6-7

REFRIGERATOR ODORIZER



Prospects: Homes.

Sales Features: The D-D Air Conditioner is a box package containing activated carbon, chemically treated to absorb every type of refrigerator odor, including the strong and unpleasant smells of onions, cheese, garlic and fish. By absorbing these pungent odors, the D-D Air Conditioner prevents their passing from one food to another, and removes them from foods which have already absorbed them to some extent—thus making those foods again sweet, pure and fit for consumption.

Small, compact and simple to use, it needs only to be placed in back corner on one of refrigerator shelves. Effective for a period of four months, according to maker.

Suggested Retail Price: 20c.

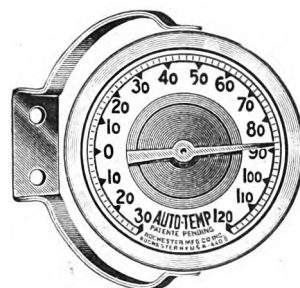
D-D Manufacturing Co.

5103 Lakeside Avenue

Cleveland, Ohio

Specify HT 237 when contacting maker or using Reader Service Form pages 6-7

THERMOMETER



Prospects: Homes and Automobile Owners.

Description: This new Dial Thermometer has been designed for practicability as well as eye appeal, with its pleasing modern lines. It has a translucent dial which makes the bold, legible figures stand out clearly and distinctly—easily read day or night.

Two models available: No. 640, outdoor window type (shown above); No. 440, auto type with suction cup for attaching to windshield or dash.

Dealer Helps: Window displays and consumer literature; an attractive "Kodapak-top" display box, holding 6 thermometers (3 No. 640 and 3 No. 440) also available.

Suggested Retail Price: 59c each.

Suppliers: Wholesalers.

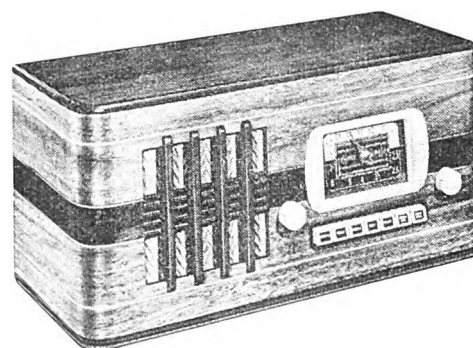
Scrivener & Co.

25 Rockwood St.

Rochester, N. Y.

Specify HT 238 when contacting maker or using Reader Service Form pages 6-7

RADIO



Description: Model 6 N1 in the new 1941 standard line of Stewart-Warner radios is illustrated above. Contains built-in loop antenna, which eliminates necessity for external antenna or ground. Other features incorporated include: Magic Keyboard automatic tuning, with 7 push buttons; standard broadcast, two police and international band coverage, aircraft and amateur shortwave reception; full 5" electro-dynamic speaker; 8 tube performance with 6 tubes; automatic volume control; wired for record player, frequency modulation, television sound.

Wrap-around dial panel and ends of cabinet of Sliced American Walnut with darkened center strip; top of Sliced American Walnut; solid Walnut bars on fluted background add to smart simplicity. Dimensions: 8 7/8" high, 18 3/4" wide, 8 1/8" deep. AC-DC operation.

List Price: \$32.95.

Suppliers: Wholesalers.

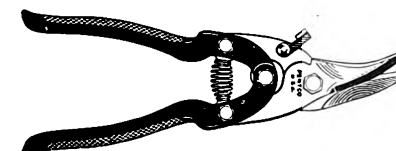
Stewart-Warner Corporation

1828 W. Diversey

Chicago, Ill.

Specify HT 239 when contacting maker or using Reader Service Form pages 6-7

WIRE CUTTER



Prospects: Electricians and home craftsmen.

Sales Features: This new "Penco" No. 95a Aviation Snip makes the most difficult cuts on all grades of steel up to 16 gauge, BX cable, BX heavy flexible tubing and wire up to 16 gauge. The greatly improved compound action requires less leverage for heavy duty work and eliminates the necessity of carrying various cutting tools on the job. Has a special locking device that will not interfere with cutting operations. Not necessary to open snips over 1/2" to make the most difficult cuts. Makes a 1/4" short cut and up to 1 1/8" long cut; cuts circular or irregular as well as straight. Blades are made from chrome vanadium alloy molybdenum steel, has serrated cutting edge that will not slip or turn. Handles are cold rolled steel, gun metal finish, made in right and left hand styles.

Package and Shipping Weight: Packed one in a box.

Suggested Retail Price: \$3.50 each.

Penn Tool Co.

2415-25 N. Howard St.

Philadelphia, Pa.

Specify HT 240 when contacting maker or using Reader Service Form pages 6-7

PLUG ASSORTMENT



Dealer Helps: No. 28 Assortment consists of 28 Self-Tapping Repair Plugs, for use in repairing leaks in boilers, radiators, hot water pipes, tanks, etc. These plugs do the job quickly, easily and cheaply, and actually form their own threads in the metal as they are screwed in.

The display box is printed in blue and orange and sets up into an attractive, self-seller that takes only 4 3/4" x 6 1/2" counter space.

The assortment consists of the following sizes: 1/4", 5/16", 3/8", 1/2", 5/8", 3/4", 7/8", 1".

Average Retail Value: \$2.35; dealers' cost, \$1.25, complete.

Suppliers: Wholesalers.

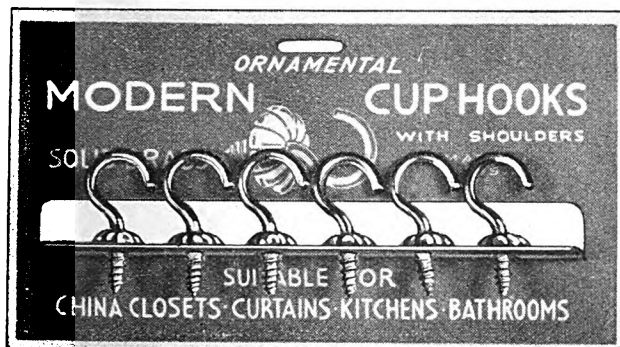
Parker-Kalon Corp.

200 Varick St.

New York, N. Y.

Specify HT 241 when contacting maker or using Reader Service Form pages 6-7

CUP HOOKS



Prospects: Homes.

Description: Design, color, and low cost for volume sales, make these new solid brass Cup Hooks outstanding. Fluted collar with modern lines harmonizes in any home; nine attractive colors and combinations add eye appeal. Supplied in plain brass, polished nickel, white, green, blue, or red enamel. Plain brass in sizes: $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ ", 1"; colors in $\frac{7}{8}$ " only.

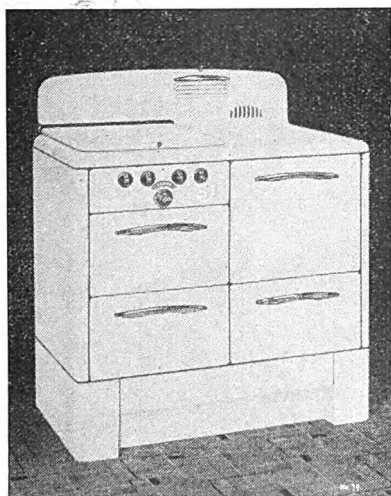
Dealer Helps: Available as assortment in six-compartment box, with half gross of each finish. Also packaged on attractive cards: plain brass, 6 to a card (shown above); enamel finishes, 5 to a card. (Special colors carded are: all white, blue and white, green and white, red and white.)
Package and Shipping Weight: Plain brass, 1 gross of a size packed in a box; other finishes only in $\frac{7}{8}$ " size assorted as above, 3 gross total. Cards packed 2 doz. of a single finish or color combination to the box.

H. L. Judd Company, Inc.

Wallingford, Conn.

Specify HT 242 when contacting maker or using Reader Service Form pages 6-7

GAS RANGE



Prospects: Homes, apartment buildings.

Description: This "Grand" Gas Range Model No. 74 is a special model produced by the manufacturers in honor of the 74th anniversary of the making of the first "Grand" range, and offered for a limited time at a special low price. Some of the outstanding features include: Full 37-inch width, with flush-to-floor construction that makes cleaning easy; Robertshaw oven heat control; roomy, low temperature oven; modern, streamlined top lamp; two large storage drawers; one-piece enameled broiler pan.

Suggested Retail Price: \$59.00 or \$69.00.

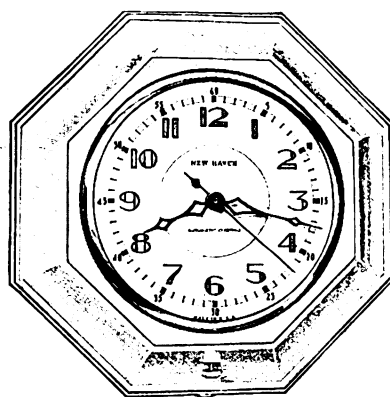
The Cleveland Co-Operative Stove Co.

2323 East 67th Street

Cleveland, Ohio

Specify HT 243 when contacting maker or using Reader Service Form pages 6-7

ELECTRIC KITCHEN CLOCKS



Prospects: Homes.

Sales Features: Important innovations in electric clock design are now offered in three new kitchen clocks, named "Vega," "Viking" and "Portia." The motor in these clocks is a new automatic starting type, which affords a number of outstanding advantages over the regular synchronous motor. If the current is interrupted, the clock stops until the time is again set, when it will automatically start and show the correct time. This motor has an unusually slow speed, only three revolutions per second, and current consumption of approximately one watt. These features, together with such refinements as bronze bearings, polished steel shafting, and a long-life lubricating system, make it very economical to maintain, and assure long service and extreme accuracy.

These clocks are about 7" high, and available in attractive moulded plastic cases in a choice of ivory, red, green or white.

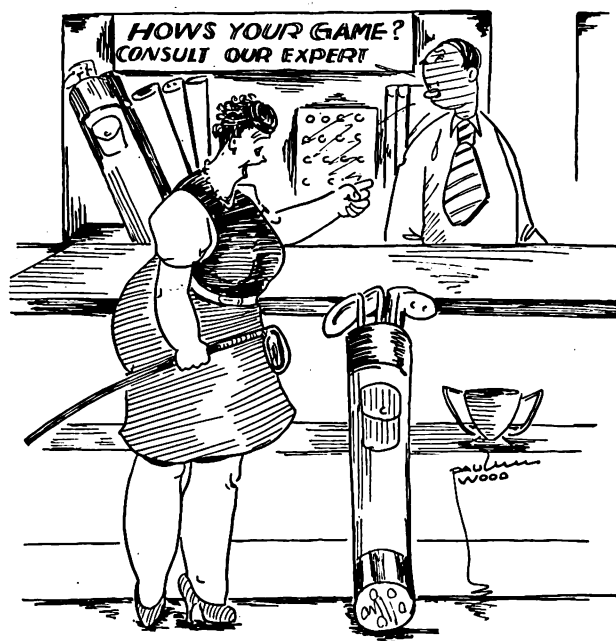
Suggested Retail Price: \$2.50 to \$2.95 each.

The New Haven Clock Co.

New Haven, Conn.

Specify HT 244 when contacting maker or using Reader Service Form pages 6-7

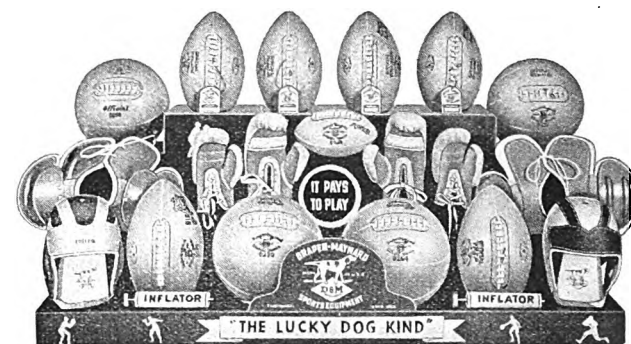
GOLF SUPPLIES



"MAYBE IT'S MY FORM? WHAT'S WRONG WITH MY FORM? GOD GAVE IT TO ME AND I'M GOING TO PLAY GOLF IN IT!"



D & M STANDARD ASSORTMENT WITH DISPLAY STAND No. DF40



This D & M Fall and Winter display attractively presents a complete line of selected Fall and Winter merchandise. This display is furnished WITHOUT CHARGE with each Standard Assortment No. DF40.

Standard Assortment No. DF40 consists of 38 items of Fall and Winter Sports Equipment.

Retail Value \$61.40—Dealer's Cost \$38.75

Write your jobber for complete information—if you do not know the name, write us direct.

THE DRAPER-MAYNARD CO.

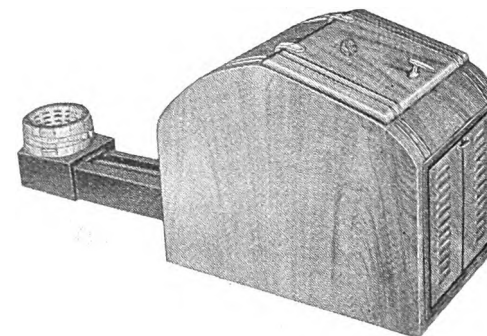
Dept. HT

400 York Street

Cincinnati, Ohio

Specify HT 245 when contacting maker or using Reader Service Form pages 6-7

STOKER



Prospects: Homes.

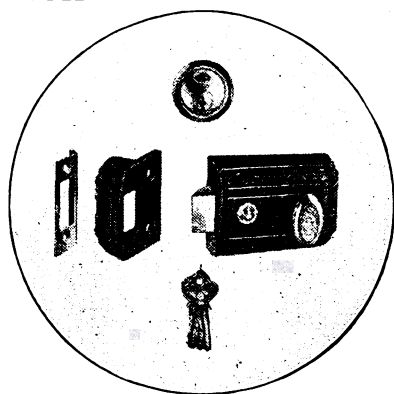
Description: A new Automatic Feed Coal Stoker, which operates equally well in furnaces and steam or hot water boilers, is announced. It is practically "fool-proof," due to its simple design and exceptionally rugged construction, it is claimed. A rugged crusher block breaks all large lumps of coal, and an emergency clean-out permits easy removal of any obstruction—making it practically impossible for trouble to occur in the cast iron conveyor tube. High combustion efficiency is assured by accurate positive controls (thermostat calls for heat only when needed)—and combustion is never forced to extreme operating temperatures. Other features include automatic air pressure damper control (tamperproof), cast iron vertical Tuyere Retort, cast iron hopper base, and precision direct drive feed. Hopper is furnished in wood grain finish or Hammerloid Blue. Available in six standard sizes.

Round Oak Company

Parker Street, Dowagiac, Mich.

Specify HT 246 when contacting maker or using Reader Service Form pages 6-7

DOOR LATCH



Prospects: Homes, stores, apartment buildings.

Sales Features: This new "Ilco" Automatic Dead Latch offers maximum protection to householders, storekeepers and all other users, it is claimed. Due to a new design, the bolt is automatically dead locked against jimmieing from the outside when the door is closed. No manual operation of the mechanism is necessary.

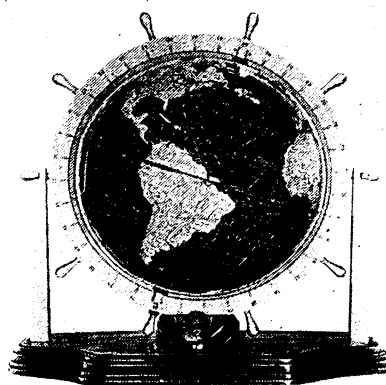
This latch functions by key from the outside and knob from the inside. When the door is closed, the bolt is automatically projected an extra $\frac{1}{8}$ " and cannot be forced back by end pressure. The slide stop can be used to deadlock the bolt against the outside key, or to hold the bolt retracted.

Independent Lock Co.

Fitchburg, Mass.

Specify HT 247 when contacting maker or using Reader Service Form pages 6-7

GLOBE RADIO



Prospects: Homes, schools, etc.

Description: This Navigator Globe-Radio recently introduced combines the educational and interest-value of an Atlas, with the entertainment value of a five-tube super-heterodyne radio, and enables listeners to keep pace with a changing world.

The multi-colored globe is a complete world atlas, mounted on 15" walnut base. The unit stands 15 $\frac{1}{2}$ " high overall. The diameter of the globe is 10". The globe is mounted within a brass mariner's wheel which contains easy-to-read figures for quick reference regarding longitude and latitude. The radio has a spherically baffled dynamic speaker that affords top-tone quality. It has a built-in air magnet that eliminates any need for aerial or ground wire—may be used AC or DC. Radio is tuned by simply turning the globe.

Dealer Helps: Counter displays, attractive envelope stuffers, circulars, advertising cuts and mats.

Suggested Retail Price: \$29.95 complete.

Mitchell Mfg. Co.

1550 N. Dayton St.

Chicago, Ill.

Specify HT 248 when contacting maker or using Reader Service Form pages 6-7

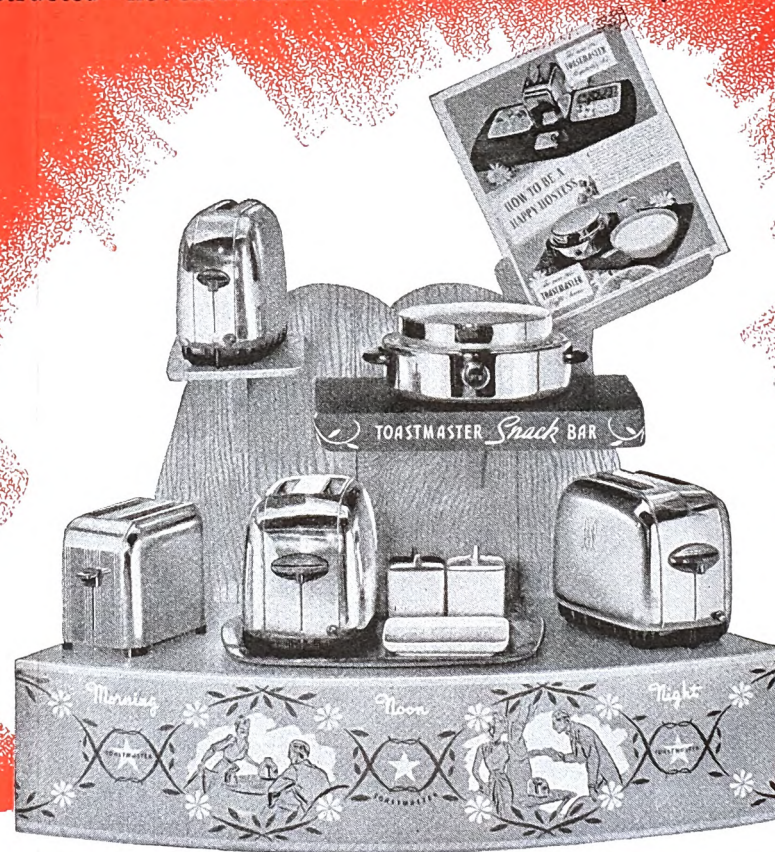
TOASTMASTER *Offers*

THIS BEAUTIFUL, SALES-MAKING

Snack Bar FREE with PROFIT-BUILDER No. 1

Buy just 5 items as displayed, and get the Snack Bar free, plus *extra profit* on the 1-slice toaster, specially priced. . . . Then watch the Snack Bar make sales jump! A *permanent* display—will last for years. Ruggedly constructed—not cardboard but

solid cabinetwork; genuine knotty pine veneer background; beautifully and durably finished in oil and lacquer colors. Comes completely assembled, ready to stop traffic anywhere in your store. . . . A "must" for every Toastmaster dealer!



SELECT YOUR OWN ASSORTMENTS

Never before has *Toastmaster* offered retailers such an opportunity to cash in on *Toastmaster* products of *their own selection*—in small sample assortments of the fastest-selling appliances in the field. Of three great Profit-Builders available now, *two* allow an option of either the 2-slice *Toastmaster* automatic toaster or the Waffle Service at a *special low price*. And the Dealer's-Choice Profit-Builder leaves the entire selection of six items *up to you!* Here's your chance to build up a balanced stock,

make extra profit, and attract new customers. . . . And remember—the greatest Fall advertising campaign in *Toastmaster* history will be backing you up. Between Labor Day and Christmas your customers will see 43 separate *Toastmaster* advertisements—12 of them being pages in full color. . . . Be ready for the Fall demand, with Profit-Builder stocks ready, Snack Bar waiting to go, and extra profit coming up! Call your distributor, or write us for full details. Don't delay—the time is short!

ACT NOW FOR EXTRA PROFIT!

Specify HT 249 when contacting maker or using Reader Service Form pages 6-7

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3 Great PROFIT-BUILDERS

IDEAL ASSORTMENTS FOR EXTRA PROFIT!

PROFIT-BUILDER No. 1 consists of:

1 2-slice Automatic Toaster 1 Junior Non-Automatic
1 De Luxe Toast 'n Jam Set Toaster
1 Automatic Waffle Baker

With your order for these four items you get one 1-slice Automatic Toaster (list, \$9.95) at the special price of \$4.00 net; and, in addition, one Snack Bar FREE. Limit: Only one Snack Bar to any one retail outlet.

PROFIT-BUILDER No. 2 consists of:

1 1-slice Automatic Toaster
1 De Luxe Toast 'n Jam Set
1 Junior Toast 'n Jam Set

With your order for these three items you are entitled to a choice of either the 2-slice Automatic Toaster (list, \$16.00) or the Waffle Service (list, \$16.95) at the special price of only \$7.50 net.

PROFIT-BUILDER No. 3 consists of:

1 1-slice Automatic Toaster 1 De Luxe Hospitality Set
1 Automatic Waffle Baker 1 Junior Toast 'n Jam Set
1 Standard Hospitality Set 1 De Luxe Toast 'n Jam Set

With your order for these six items you are entitled to a choice of either the 2-slice Automatic Toaster (list, \$16.00) or the Waffle Service (list, \$16.95) at the special price of only \$5.00 net.

DEALER'S-CHOICE PROFIT-BUILDER

(Available only to purchasers of Profit-BUILDER No. 3)

For every Profit-BUILDER No. 3 that you buy you are also entitled to purchase one Dealer's-Choice Profit-BUILDER. This consists of any six items of your own selection, plus your choice of either the 2-slice Automatic Toaster (list, \$16.00) or the Waffle Service (list, \$16.95) at the special price of only \$5.00 net.

IMPORTANT: Not more than a total of 12 Profit-Builders to any one retail outlet

NEW SETS • NEW FEATURES

NEW SALES- APPEAL

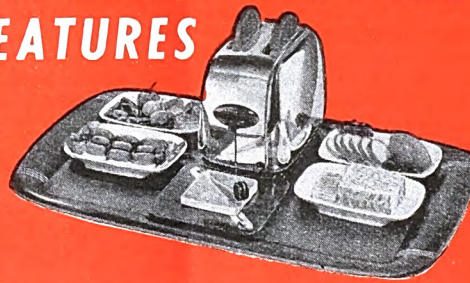
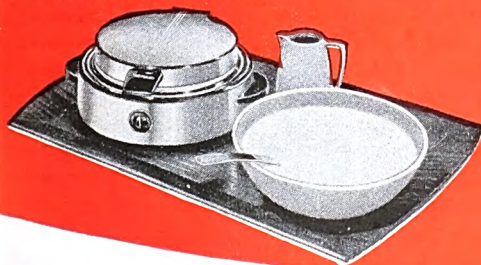


DE LUXE HOSPITALITY SET

Newly styled, gracefully contoured walnut tray. Four appetizer dishes in heavy Imperial crystal, the new smart vogue. Four lap trays. \$23.95

WAFFLE SERVICE

Unsurpassed display value. Handsome, spacious walnut tray; batter bowl and syrup pitcher of Franciscan Ware; lifetime chromium ladle. \$16.95

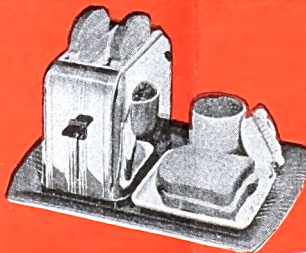


STANDARD HOSPITALITY SET

Four appetizer dishes of colorful Franciscan Ware, a quality pottery never before used on this set. New, large, beautiful walnut tray. \$19.95

JUNIOR TOAST 'N JAM SET

Has toast plate, an exclusive feature, and covered jam jar, in Franciscan Ware, same as new De Luxe Toast 'n Jam Set (shown on Snack Bar, opposite). \$8.50



TOASTMASTER

REG. U.S. PAT. OFF.

Call your distributor or write: **McGRAW ELECTRIC COMPANY**

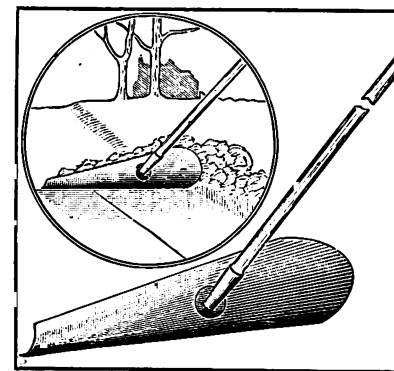
Toastmaster Products Division, Elgin, Illinois

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SPECIAL OFFER ENDS AUGUST 31, 1940

Specify HT 249 when contacting maker or using Reader Service Form pages 6-7

SNOW ROLLER



Prospects: Homes, farms, industrial and public buildings, etc.

Description: The "Kwik-N-Ezy" Snow Roller removes snow from sidewalks quickly and with little effort. Steel blade set at an angle to the wooden handle is pushed along the walk and, being curved like a plow, "rolls" the snow off to one side. One trip back and forth will remove up to six inches of snow from an average residence walk since it takes about two feet in width at a swath.

The blade is made from 16 gauge steel, and is 32" long, 7" wide at front and 12" wide at back. Finished bright aluminum face and green enamel back. 54" hickory handle.

Dealer Helps: Consumer literature.

Package and Weight: Packed 6 blades in a carton; handles in a bundle. 6 lbs.

Suggested Retail Price: \$1.75.

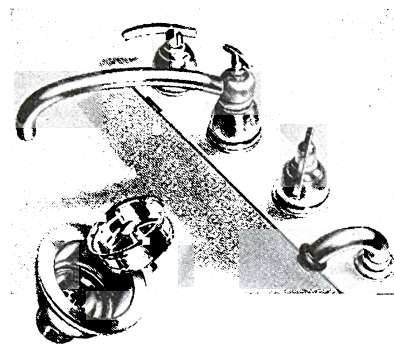
Suppliers: Wholesalers.

Simonsen Iron Works

Sioux Rapids, Iowa

Specify HT 250 when contacting maker or using Reader Service Form pages 6-7

PLUMBING FIXTURES



Prospects: Homes, farms and apartment buildings.

Description: A complete new line of "Twin-Set" plumbing fittings incorporating many original features are now being made from solid "Armco" stainless steel. The new "Twin-Set" faucets have a unique bearing-equipped "stop" that limits the swing of the spout and protects the sink from unsightly marks. A new departure in basket type sink strainers is the "handle-lift-stick" on the small auxiliary strainer in the neck of the outer shell, which prevents solids from passing into the waste line when basket is removed. These stainless steel fittings are designed for any sink, and are available in mirror or silvery satin finishes. Through a new polishing process known as "pickle polish," costly hand polishing is eliminated, bringing down the cost. Faucet sets, with or without spray attachment, and the basket-type sink strainer are made to match exactly in style and finish.

Schaible Foundry & Brass Co.

Cincinnati, Ohio

Specify HT 251 when contacting maker or using Reader Service Form pages 6-7

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HAMMER



Prospects: Home owners, farmers, carpenters, contractors and builders.

Description: A new Stanley "Super Black" Nail Hammer has been announced. Its perfect balance, distinctive design, attractive finish and unequalled driving and pulling power make it an outstanding, high quality tool. The "Super-Heat Treated" heads are finished in a rich black satin with highly polished faces. The handles have an octagon neck and are made of straight grained hickory, "Evertite" processed. Available in the following sizes: Curved Claw—No. B11—20 oz., B11½—16 oz., B12—13 oz., B12½—10 oz., B13—7 oz.; Ripping Claw—B21—20 oz., B21½—16 oz.

Dealer Helps: Four-color counter card designed to hold a hammer in natural position offered free with an order for 7 "Super Black" Hammers, as follows: 2—B11, 3—B11½, 1—B12, 1—B21½.

Package and Shipping Weight: Packed 6 in a standard box, wt. of display unit, 13 lbs.

Suggested Retail Price: \$1.25 to \$1.75 each; total retail value of display unit, \$10.95; prices slightly higher west of Missouri River.

Suppliers: Wholesalers.

Stanley Tools New Britain, Conn.
Specify HT 252 when contacting maker or using Reader Service Form pages 6-7

TANK BALL



Description: The pliable top of the improved, patented "Sealtite" Tank Ball insures automatic seating, even though the stem guide may be off center. It fits all sizes of flush valves, and is easily and quickly installed.

Dealer Helps: Attractive counter display box holds 12 cartons; envelope stuffers also furnished.

Package and Shipping Weight: 12 in display carton; 1 gross, 26 lbs.

Suggested Retail Price: 50c each.

Utilities Limited 366 Alexander Ave., New York, N. Y.
Specify HT 253 when contacting maker or using Reader Service Form pages 6-7



FOOT GUN—A new low pressure volume delivery foot gun, designated as Model 6697-A, is announced. Manually operated, this latest product has been designed to fill certain specific needs in the automotive and industrial fields. Gun has a capacity of 25 pounds and pumps approximately one cubic inch of grease per stroke.

Stewart-Warner Corp.
Alemite Division 1828 W. Diversey Chicago, Ill.
Specify HT 254 when contacting maker or using Reader Service Form pages 6-7

WATERPROOF TAPE—Cellulose acetate and a non-drying synthetic resin cement are the basic materials in the new "Stictuit" Transparent Cellulose Mending Tape. Made in all standard sizes for all dispensers.

Peters Bros. Rubber Co.
160 John St. Brooklyn, N. Y.
Specify HT 255 when contacting maker or using Reader Service Form pages 6-7

BASE MOTOR—To guard against misalignment which sometimes develops when a pump or other mechanism is direct-connected to a motor with standard base, a new pyramidal base motor has been designed. Two large ball bearings handle both radial and thrust loads.

U. S. Electrical Motors, Inc.
200 E. Slauson Ave. Los Angeles, Calif.
Specify HT 256 when contacting maker or using Reader Service Form pages 6-7

SAFETY KICK SWITCH—With a new automatic safety switch installed under the floorboard of any automotive vehicle, all electric equipment can be disconnected at once by kicking a small foot button. In case of a collision, the switch protects against fire by disconnecting automatically.

Ray Mfg. Co. Merced, Calif.
Specify HT 257 when contacting maker or using Reader Service Form pages 6-7

METAL MIRRORS—The "Kromirror," made of steel with a nickel-chromium reflecting surface, in sizes ranging from 14" x 18" to 17" x 54½", has been developed to stop the high mortality in factory washrooms.

Sheet Steel Specialty Co.
3rd and Liberty Aves. Pittsburgh, Pa.
Specify HT 258 when contacting maker or using Reader Service Form pages 6-7

SHOCKLESS CUTTER—The No. 0 Porter Cutter has been designed with insulated handles to protect a man against 20,000 volts. It has a cutting capacity of ⅜" of solid copper wire.

Connecticut Hard Rubber Co.
407 East St. New Haven, Conn.
Specify HT 259 when contacting maker or using Reader Service Form pages 6-7

EXPLOSION-PROOF SWITCH—For hazardous locations, the Explosion-Proof Micro Switch has been developed, with an Underwriters' rating of 1,200 watts up to 600 volts A.C. It is available with three types of non-sparking actuators and a plunger travel, or throw, of only 0.001 inch.

Micro Switch Corp. Freeport, Ill.
Specify HT 260 when contacting maker or using Reader Service Form pages 6-7

VEGETABLE JUICER—For your customers who hanker for juices containing the last vitamin, enzyme, and ferment in fresh vegetables and fruits, the new "Veg-O-Mat" has been produced. A powerful motor rotates stainless steel grinder knives at a speed calculated to split all cells. A muslin bag catches the macerated material, a press squeezes out the juice.

Veg-O-Mat Machine Co.
655 Sixth Ave. New York, N. Y.
Specify HT 261 when contacting maker or using Reader Service Form pages 6-7

RADIO TUBES—A new line of quality radio tubes for replacement use is announced for distribution throughout the world. Designed by foremost engineers to improve radio reception from the basic standpoint of sensitivity, selectivity and tone, Emerson Tubes are factory-tested and guaranteed to be free from mechanical and electrical defects. The manufacturers claim that laboratory tests indicate unusually long life.

Emerson Radio & Phonograph Corp.
111 Eighth Ave. New York, N. Y.
Specify HT 262 when contacting maker or using Reader Service Form pages 6-7

(Continued on Page 11)

RADIO DISPLAY



Dealer Helps: To merchandise the popular priced 1941 line of Sentinel Radios, this colorful set-up display is now available to dealers. It concentrates nine table models on four shelves and two side pedestals, taking up less than three square feet of floor. It makes an effective grouping without disorder or confusion, attracting customers' attention with its bright harmonizing gold and blue color scheme and a strong "Listen Before You Vote" display card, mounted on top of stand.

Sentinel Radio Corp.
2020 Ridge Ave. Evanston, Ill.
Specify HT 263 when contacting maker or using Reader Service Form pages 6-7

MIXING SPOON



Prospects: Housewives.
Sales Features: Besides its use as a mixing spoon, the "Ace Servespoon" is indispensable in the kitchen for: Serving baked and boiled potatoes, spinach, corn-on-cob, poached eggs, asparagus, and portions of pie and cake; turning and frying hashed and fried potatoes, fritters, bacon, fish, steaks and eggs; chopping and mincing parsley, celery, nuts and carrots; scraping pots and pans, and baking boards. Taking the place of many spoons, spatulas, choppers and scrapers, it saves the housewife's time and washing of many utensils and gadgets otherwise used.

It is 8¾" overall and 1¾" wide at the blade, with two holes for draining in the blade. Made of satin finish stainless steel.
Dealer Helps: National direct mail campaign, and consumer literature. An attractive display box also available with 12 "Ace Servespoons," each spoon jacketed in cellophane with a colored insert giving suggestions for using; 6 blue and 6 red inserts to the dozen.

Weight: 1 dozen, 2 lbs.
Suggested Retail Price: 50c.
Suppliers: Wholesalers.

Ace Hardware Mfg. Corp.
2016 Orleans St. Philadelphia, Pa.
Specify HT 264 when contacting maker or using Reader Service Form pages 6-7

REFLECTOR LAMP



Prospects: Offices, stores and factories.

Sales Features: Inside silver plating as a reflector makes this DeLuxe Mushroom Silver Reflector Lamp an improvement in reflector lamps, as it is not harmed by dirt and fumes, and requires no cleaning. The specially designed and oversized parabolic shape places the light where needed. Operating costs are cut practically in half by its use, because a silver reflector lamp of lower wattage can be used to obtain the same amount of light. Silver reflector lamps conserve and put to use all the light, it is claimed.

Various sizes: 75 to 500 watts; 115, 120, and 125 volts; 1,000 rated average hours.

Package and Shipping Weight: 12 to 60 in a standard case, according to size of lamp; wt. per case 8½ to 12 lbs.

Suggested Retail Price: \$0.60 to \$2.50 each, according to size.

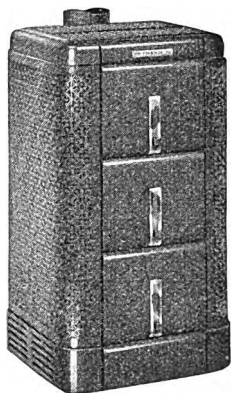
Warren Lamp Co.

Ensworth Road

Specify HT 265 when contacting maker or using Reader Service Form pages 6-7

Warren, Pa.

OIL HEATERS



Prospects: Suburban and rural homes, farms, summer camps, tourist cabins, etc.

Description: A new line of pot-type oil burning space heaters, known as the "Ivanhoe" heaters, has recently been introduced. The heaters are of two types, one consisting of two models, called "universal" heaters, because they are designed to give a combination of radiating and circulating heat, and in addition have two horizontal, adjustable shutters on the front, by means of which heat can be directed downward to warm the floor. The outer casing is perforated steel, permitting about 60 per cent of the heat to radiate while about 40 per cent circulates.

Perfection Stove Co.

7610 Platt Ave., Cleveland, Ohio

Specify HT 266 when contacting maker or using Reader Service Form pages 6-7

THE BRIEF CASE—Continued

LAMP BASE EXTRACTOR—When an electric lamp breaks, it has been difficult and dangerous to unscrew the lamp base with its jagged glass edges. Now, however, such a job can be done safely with the new C & E Lamp Base Remover.

Ericson Mfg. Co.

5716 Euclid Ave.

Specify HT 267 when contacting maker or using Reader Service Form pages 6-7

Cleveland, Ohio

DOMESTIC COKE STOKER—A wholly automatic domestic coke stoker which can be sold at any moderate price range has just been announced. The new stoker has been evolved from many types of experimental machines built during the past several years by the Koppers Company.

Bryant Heater Co.

Specify HT 268 when contacting maker or using Reader Service Form pages 6-7

Cleveland, Ohio

MOTORS—Types AA and A3A motors, with self-aligning bearings, is the new improvement over the fixed type sleeve bearings in the Dumore line of fractional horsepower universal motors. Ball bearings or sleeve bearings may be furnished in the same housing without any change. The oil capacity in the bearing bosses has been enlarged, and the A3A motor is equipped with a heavier shaft.

The Dumore Co.

Specify HT 269 when contacting maker or using Reader Service Form pages 6-7

Racine, Wis.

BICYCLE RADIO—Boys and girls, men and women, can now enjoy music, fun and sports as they ride their bicycles with this new three-tube superheterodyne "Motorola" Bicycle Radio, with AVC 4" P.M. dynamic speaker, long-life "Ray-O-Vac" "A" and "B" batteries. This bike radio mounts on handle bars and is easily installed.

Galvin Mfg. Corp.

4545 Augusta Blvd.

Specify HT 270 when contacting maker or using Reader Service Form pages 6-7

Chicago, Ill.

SCREW AND PUNCH SET—A new method for transferring screw and stud holes as well as blind drill holes from a drilled surface to another that is to be drilled in duplicate has been perfected in the Nielsen transfer screw and punch sets now available. The punch is made with a case hardened tip that is removable for replacement and, when a solid blow is struck on the punch head, will transfer the drill center and drill circle with complete accuracy.

Nielsen Tool & Die Co.

Specify HT 271 when contacting maker or using Reader Service Form pages 6-7

Berkley, Mich.

BELL—A universal vibrating bell, made in three sizes, for use as burglar alarms, call signals and elevators, has just been announced. It is non-adjustable, with double coil construction and operates on either 1½ to 3 volt battery or with bell ringing transformer. A big bell at a small price—the list prices are: \$1.60 for 5"; \$1.80 for 6", and \$2.80 for 8". Sold through your jobber.

Signal Electric Mfg. Co.

Specify HT 272 when contacting maker or using Reader Service Form pages 6-7

Menominee, Mich.

MOTOR—A general purpose universal motor, with sides made flat so that it will occupy a minimum amount of space, has been announced. Mounting of the motors is by means of two drilled and tapped holes in one of the flat sides. Leaflet F-8494 will give full details.

Westinghouse Electric & Mfg. Co.

Dept. 7-N-20

Specify HT 273 when contacting maker or using Reader Service Form pages 6-7

East Pittsburgh, Pa.



FLOOR SANDER—Complete details of a rental merchandising plan in connection with the "Rotoglide" show the profits to be made in the actual rental of the machine itself, as well as a substantial profit in the sale of sandpaper, varnish, sealer, wax and floor finishing materials.

Skilsaw, Inc.

5033 Elston Ave.

Specify HT 274 when contacting maker or using Reader Service Form pages 6-7

Chicago, Ill.

FARM LIGHTING—A new 20-page profusely illustrated booklet, A-3351, contains many valuable and helpful hints on modernizing lighting on the farm, and combines a simplified, helpful manual with a catalog, thus giving full information not only on what may be used, but also where it may be obtained and how much it costs.

Westinghouse Elec. & Mfg. Co.

Dept. 7N20

Specify HT 275 when contacting maker or using Reader Service Form pages 6-7

East Pittsburgh, Pa.

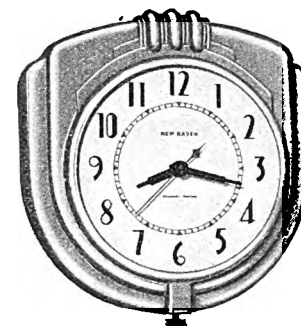
(Continued on Page 12)

SELECTIONS FROM THE MANY BIG
"NEW HAVEN" VALUES
NOW READY FOR THE HDW. TRADE

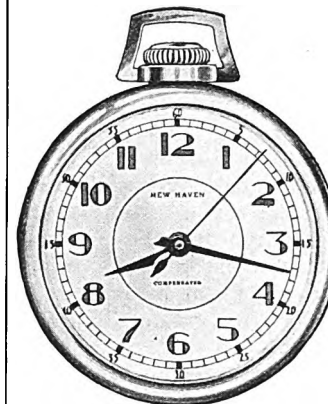
"Vega" Kitchen Clock

New Electric Design

If current is interrupted, clock stops until the time is again set, when it automatically starts and unfailingly shows correct time. Slow speed motor of low consumption, only one watt! Plastic case in ivory, green, red or white. White metal dial, black hands and numerals, red hour markers, red sweep second hand. Has soft, friendly tick. Retail, \$2.50.

Sweep Second
POCKET WATCH

Something decidedly different in a low-priced pocket watch. Useful for clocking photo and manufacturing processes, sports, etc. Chromium-plated, dust-proof case, white metal dial, black hour hands, red sweep second hand, black and gold-color numerals. Retail price, \$1.95.



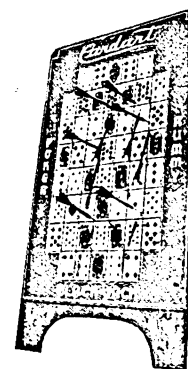
Your jobber can supply you

THE NEW HAVEN CLOCK CO., New Haven, Conn.

NEW HAVEN Timepieces

Specify HT 276 when contacting maker or using Reader Service Form pages 6-7

DART GAME



Description: "Cardart" is a skillful dart game that can be played indoors or outdoors. Poker, "put and take," black-jack, rummy and other games are played with steel pointed, feathered darts. Facsimile of the 52 playing cards imprinted in four colors on fine cork are firmly attached to thick plywood by a heat process.

Two models: No. 1 (shown above), free standing type with easel attached, complete with 5 white darts, 1 red dart and instructions, size 42" high x 24" wide; No. 2, hanging type, complete with 5 white darts and instructions, size 24" high x 18" wide.

Retail Price: No. 1, \$5.00; No. 2, \$2.00; wire easel, \$1.00.

Cardart Mfg. Co., Inc.

320 So. 5th St.

Specify HT 277 when contacting maker or using Reader Service Form pages 6-7

Louisville, Ky.

THERMAL JUG



Prospects: Picnickers, campers, sportsmen, etc.

Description: Foods or liquids may be kept hot or cold for hours in this one gallon Model 146-O Deluxe Therm-a-Jug, with handy spigot. The new non-settling "Fiberglas" gives greater insulation over other methods, it is claimed. Twenty per cent lighter, sanitary vitrified stoneware exterior will not break due to thermal shock. Has a non-rusting sealing cap, complete with four large aluminum drinking cups that fit in opening under seal. Round, comfortable swinging handle. Three-dimensional, high-gloss finish, baked to rock-hardness by "Infra-Red Ray" baking for greater durability and added beauty.

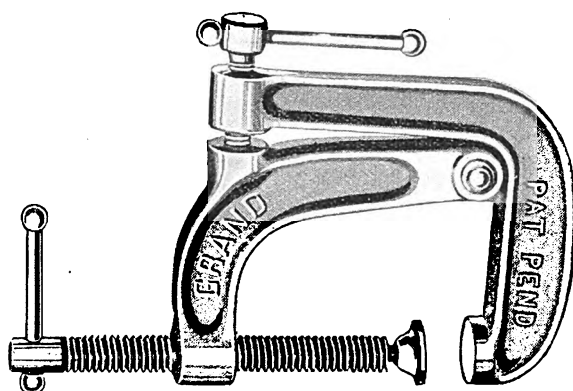
Other models available in one-half to two-gallon sizes.

Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 278 when contacting maker or using Reader Service Form pages 6-7

CLAMP



Prospects: Home craftsmen, mechanics, body rebuilders, welders, garage mechanics, carpenters, boat builders.

Sales Features: This Double Action Clamp—embodying a new mechanical principle—prevents work from turning, shifting or creeping, eliminating extra holding hand; the double action brings clamp jaw directly down on work with controlled leverage; fulcrum leverage doubles holding strength with easy, convenient operation; equipped with easy-to-use extra "Slip-On" V jaws for holding pipe, tubing, rods, etc.

Three sizes: 3", 4" and 6".

Dealer Helps: To introduce and demonstrate this new clamp, a three-color, all-metal counter display is available with one each 3", 4" and 6" clamps (No. T345A Deal), dealers' cost \$7.20; a display wall sign is also supplied in addition to the counter display with order for one dozen clamps.

Weight: 3", 3 3/4 lbs.; 4", 4 1/2 lbs.; 6", 5 3/4 lbs.

Suggested Retail Price: 3", \$3.50; 4", \$3.75; 6", \$3.95.

Grand Specialties Co.

3101-15 W. Grand Ave.

Chicago, Ill.

Specify HT 279 when contacting maker or using Reader Service Form pages 6-7

THE BRIEF CASE—Continued

RADIO—The two-party system applied to merchandising gets a colorful boost through large elephant and donkey dolls, resplendent in our country's colors, for use in window and floor display, or even as gifts to customers. These dolls are part of a special drive being put behind the two G-E "Electioneer" radio receivers.

General Electric Co.

Radio & Television Dept.

Bridgeport, Conn.

Specify HT 280 when contacting maker or using Reader Service Form pages 6-7

ELECTRIC SHAVER—A contract for 45 NBC stations on a network that will cover the nation from coast-to-coast, with sole sponsorship planned for the Knapp Shaver. Newsweek Magazine will cooperate by lending its editorial authorities. The title of the program will be called "Ahead of the Headlines," which will not only include the broadcasting of the news, but what caused it to happen, and what it will probably lead to.

Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 281 when contacting maker or using Reader Service Form pages 6-7

FLASHLIGHTS—A new, compact minimum stock flashlight department, complete with fixtures that cost the dealer only \$12.94 and occupies but 15" of counter space, has been announced. This stock includes 18 flashlights in every price range and in all the necessary styles for general use. Replacement of stock is simplified, with no requirements as to quantities to achieve the maximum discounts, and no enforced battery purchases are necessary.

Ray-O-Vac Company

Madison, Wis.

Specify HT 282 when contacting maker or using Reader Service Form pages 6-7

WASHER AND IRONER—"Spick and Span" is the title of a consumer folder which has been made available to all ABC dealers. Of importance is the subject matter under the headline, "Points to Consider in Buying a Washer or Ironer." This new folder measures 13 1/4" x 18" when opened up and carries a complete line of ABC Washers and Ironers.

Altorfer Bros. Co.

Peoria, Ill.

Specify HT 283 when contacting maker or using Reader Service Form pages 6-7

SALES BOOK—A new form has been produced for use in any type of retail business that sells on time payments. It has everything in it necessary for time payment sales, including terms and whatever method the store uses in regard to carrying charges.

American Sales Book Co.

Niagara Falls, N. Y.

Specify HT 284 when contacting maker or using Reader Service Form pages 6-7

TABLE-SAVER—In celebration of its 25th Anniversary, a large advertising and sales promotion campaign will break September 6 in Life Magazine, to be followed by Saturday Evening Post, Ladies' Home Journal, McCall's and Woman's Home Companion, with a combined reader circulation of 45,000,000 in 40 days. Featured in this campaign will be the new Pyrex "Table-Saver." This hot-dish glass tile has won acclaim wherever shown. Window displays and consumer folders will be available.

Corning Glass Works

Corning, N. Y.

Specify HT 285 when contacting maker or using Reader Service Form pages 6-7

ELECTRIC SINK—Salesman's bulletin No. 6, entitled, "How to Take Care of the Electric Sink," with complete instructions. Contains no diagrams, lists of parts, and paragraphs of instructions, but just 47 words.

General Electric Co.

Electric Sink & Cabinet Section

Bridgeport, Conn.

Specify HT 286 when contacting maker or using Reader Service Form pages 6-7

EXPOSURE CALCULATOR—To provide the camera owner of limited experience with a simple yet effective means of determining correct exposure when using artificial light, a new photolamp exposure calculator has just been made available.

Westinghouse Elec. & Mfg. Co.

Lamp Division

Bloomfield, N. J.

Specify HT 287 when contacting maker or using Reader Service Form pages 6-7

CARTRIDGES—To help the sale of the "Silvertip" line, an unusual and distinctive wall chart, illustrating the new line of controlled expanding cartridges, has been issued. The reverse side of chart carries complete specifications and ballistics of the 18 cartridges, printed in large, clear type, giving all necessary information for dealers in ordering, also helpful for customers. New folders, window transfers and dealer advertisements have been designed to assist dealers in the sale of these cartridges.

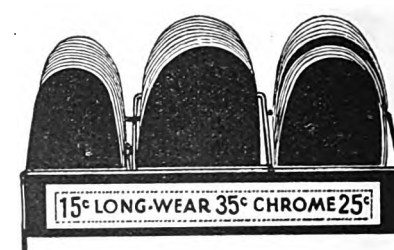
Western Cartridge Co.

East Alton, Ill.

Specify HT 288 when contacting maker or using Reader Service Form pages 6-7

(Continued on Page 13)

LEATHER HALF SOLES



Sales Features: These new "Long-Wear" Chrome Retan Leather Half Soles are said to wear even longer than soles made of Oak Sole Leather. They are particularly suitable for growing children's and working men's shoes that are subjected to extremely hard wear and various conditions, such as rough, rocky soil, cinders, slag, hot cement floors, oil and water, etc.—which call for strong resistance and durable qualities.

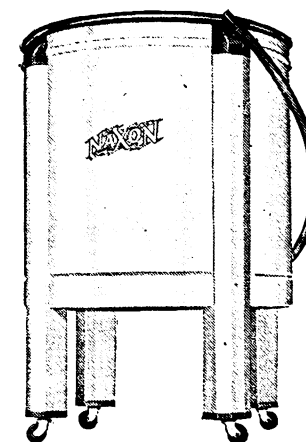
Dealer Helps: An attractive blue wire counter display stand is available to dealers with three dozen pairs of half soles, consisting of one dozen pairs each of three grades.

Suggested Retail Price: 15c, 25c and 35c.

Wilder & Company Dept. 8, 1038 Crosby St., Chicago, Ill.

Specify HT 289 when contacting maker or using Reader Service Form pages 6-7

CLOTHES WASHER



Prospects: Homes and apartment buildings.

Sales Features: This new Portable Washer No. 3-S washes everything—from delicate lace curtains, silks, etc. to full three-pound blankets—safely, quickly, cleanly and as thoroughly as higher priced larger machines, is the manufacturer's claim. The following new and improved features are incorporated in this model: Greater capacity—full 9 1/2 gallon tub; attractive streamline design; heat insulated; one-piece body insuring maximum sturdiness; double-wall construction; new, powerful, precision motor with lifetime bearings; improved four-vane agitator creating thorough circulation and better wash action; gravity drain hose; economical operation—only one-third of a cent of electricity per wash. Dimensions: 26" high by 18" diameter. Fully guaranteed by manufacturer, and endorsed by Underwriters' Laboratories.

Dealer Helps: Consumer literature; national advertising in Better Homes & Gardens, Parents' Magazine, Child Life, etc.

Weight: 41 lbs.

Suggested Retail Price: \$24.95; South and West, \$26.50.

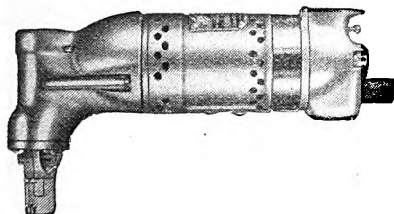
Naxon Utilities Corporation

2101-2111 Walnut St.

Chicago, Ill.

Specify HT 290 when contacting maker or using Reader Service Form pages 6-7

METAL CUTTING TOOL



Prospects: Sheet metal contractors, automotive body repair shops, aircraft and automobile manufacturers, and other metal working plants.

Description: The U1N "Nibbler" is a new portable electric tool for cutting sheet metal and tubing. Only 9" long and weighing but 3¾ lbs., it is a compact tool with a yoke type front head incorporating a punch and die that cuts out a rectangular shaving of metal at each upward stroke of the punch. It has portability, speed and power for both shop production and on-the-job installation.

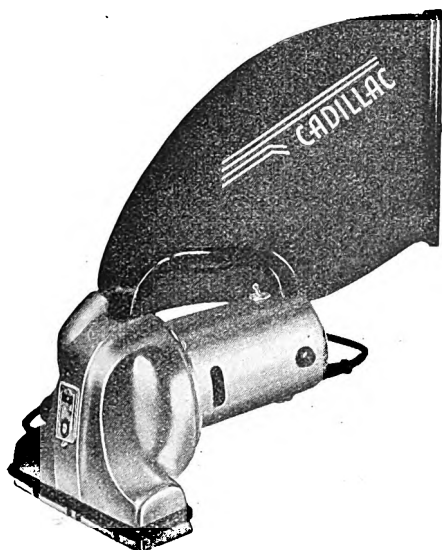
Capacity: 18 gauge (.049") in sheet metal; 15 gauge (.072") in aluminum; minimum cutting radius, 1" diameter. Free speed watt input, 90 watts; full load watt input, 200 watts. AC and DC Universal motor. Standard voltages, 110 or 200 volts—also available in other voltages.

Dealer Helps: Display cartons, window displays, direct mail, consumer literature, and national advertising.

Suggested Retail Price: \$60.00.

Independent Pneumatic Tool Co.
600 W. Jackson Blvd. Chicago, Ill.
Specify HT 291 when contacting maker or using Reader Service Form pages 6-7

HAND VACUUM CLEANER



Prospects: Homes.

Description: The new Model 60 Cadillac Hand Cleaner has an exceedingly powerful, extra size, scientifically balanced motor with self-aligning compo bearings. The six-blade fan it operates provides an increased air volume that accomplishes a remarkable off-the-floor cleaning job. The revolving Chinese bristle brush is easily removable for cleaning as is the dust bag.

Suppliers: Wholesalers.

Clements Mfg. Co.
6650 S. Narragansett Chicago, Ill.
Specify HT 292 when contacting maker or using Reader Service Form pages 6-7

THE BRIEF CASE—Continued



WATER HEATERS—Catalog No. 94, 12 pages, 8½" x 10½", printed in three colors, covering Kewanee Storage Water Heaters for hot water service, with a reserve for sudden demands, for use in hotels, laundries, apartment houses, schools, and industrial plants, where a large volume of hot water is used.

Kewanee Boiler Corp. Kewanee, Ill.
Specify HT 293 when contacting maker or using Reader Service Form pages 6-7

CABINET HARDWARE—A handy reference catalog, depicting in color "Crystal-Crome" and "Color-toned" cabinet hardware, has been issued for handy reference. Fully described are catches, hinges, pulls and knobs.

National Brass Co. Grand Rapids, Mich.
Specify HT 294 when contacting maker or using Reader Service Form pages 6-7

REFRIGERATORS—"The Sign of a Good Investment" is the title of a 12-page, 8½" x 11" booklet issued to meet the particular needs of refrigerator salesmen, covering the specialized apartment house field.

General Electric Co.
Appliance & Merchandise Dept. Bridgeport, Conn.
Specify HT 295 when contacting maker or using Reader Service Form pages 6-7

SHEET METAL—"The Care and Use of Sheet Metal on the Farm," a 20-page, fully illustrated booklet, 5¾" x 8¾", should prove of particular interest to dealers in rural sections. Single copies of this booklet are available to those dealers.

American Rolling Mill Co. Middletown, Ohio
Specify HT 296 when contacting maker or using Reader Service Form pages 6-7

TOOL SHARPENER—"How to Sharpen," a 48-page and cover booklet, in its 20th revised edition, based on the practical experience of experts, for the mechanic, farmer, home craftsman and student. A copy is ready for you.

Behr-Manning Corp.
Division of Norton Company Troy, N. Y.
Specify HT 297 when contacting maker or using Reader Service Form pages 6-7

METAL TRIMS—An 8-page, 8½" x 11" supplement, covering recent developments in metal trims, has just come off the press and contains a number of patented items never before publicized. Your copy is available for the asking.

B & T Floor Co. Columbus, Ohio
Specify HT 298 when contacting maker or using Reader Service Form pages 6-7

ELECTRICAL WIRING—"The Poor Wife's Revenge," is the title of a picture book for grown-ups that has just been produced. It is the tale of a haunted house, of a young wife who longs for the simple drudgery-producing devices of her grandmother's day, and of how a wily appliance salesman almost shattered the Higglespoons' domestic bliss.

General Electric Co.
Construction Materials Division Bridgeport, Conn.
Specify HT 299 when contacting maker or using Reader Service Form pages 6-7

CHRISTMAS PACKAGING—Although published more than a year ago, the booklet, "Christmas Packaging," has been reprinted, with a complete new section added. In it, 15 recent and current Christmas packages are illustrated and described. Free copies may be secured by dealers interested.

The Hinde & Dauch Paper Co. Sandusky, Ohio
Specify HT 300 when contacting maker or using Reader Service Form pages 6-7

GAS-FIRED BOILERS—A new series of completely automatic gas-fired for home owners and builders are fully described in leaflet 9HC-0624, which gives construction details in illustration and shows the advantages of the new automatic controls and the permanently aligned burners.

Westinghouse Elec. & Mfg. Co.
Air Conditioning Dept. East Springfield, Mass.
Specify HT 301 when contacting maker or using Reader Service Form pages 6-7

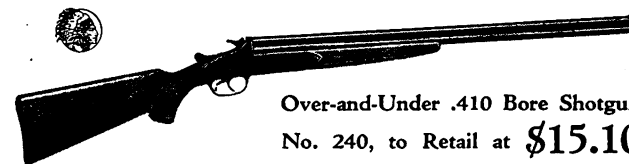
CARTOONS—The original drawings of cartoons which have appeared in this publication will be presented to those dealers who can use them in their display work.—Only one of each—so, first come—first served. Address

Hardware Today
415 No. LaSalle St. Chicago
Specify HT 302 when contacting maker or using Reader Service Form pages 6-7

SPORTSMEN, FARMERS,
WOMEN, YOUTHS

will be asking for this

NEW STEVENS



Over-and-Under .410 Bore Shotgun
No. 240, to Retail at \$15.10

First over-and-under gun to retail at so low a price. Appeals to a broad market; Sportsmen will enjoy it for practice; Women and Youths will like its light weight, light recoil, and handsome appearance; Farmers will find it ideal for getting rid of small pests.

Both barrels .410 Bore. Stock and fore-end of new, handsome, durable Tenite—beautifully checkered. Colasta white bead front sight.

To be advertised this fall to over 3½ million prospective users.

Display card and window streamer available about August 15.

Quick turnover on this unusually attractive new model, suggests ordering PROMPTLY from your jobber.

J. STEVENS ARMS COMPANY
Division of Savage Arms Corporation
Dept. HD-40, Chicopee Falls, Mass.

Specify HT 303 when contacting maker or using Reader Service Form pages 6-7

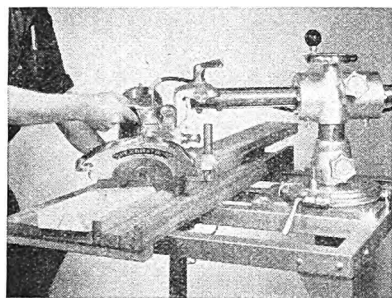
NAIL SETS AND DISPLAY



Prospects: Carpenters, mechanics, home craftsmen, etc.
Sales Features: A new series of Nail Sets, No. 801, has just been announced, together with No. 825 Display offered with it. This new tool, made of a fine grade of molybdenum alloy steel, is heat treated to make the toughest, most serviceable set ever made. Carefully cupped points provide good bite and equalize stresses preventing breakage. New deep knurling gives a sure, comfortable grip, and square head prevents rolling and provides large striking surface.
Dealer Helps: Shown above is the attractive wood counter merchandiser, finished in red, black and yellow, free with first order for three dozen nail sets.
Price: \$19.00 per gross.

Millers Falls Co. Greenfield, Mass.
Specify HT 304 when contacting maker or using Reader Service Form pages 6-7

RADIAL ARM



Prospects: Carpenters, home and industrial craftsmen, cabinet makers, etc.

Sales Features: With this new Radial Arm, the operator may have all the advantages of a portable electric hand saw and a radial arm type cross cut and rip saw.

This equipment is desirable for such jobs as: a run of duplicate cuts—capacity up to 4½" deep, 26" stroke; certain cabinet work; tenoning, routing, dadoing or grooving in cross cut or rip position—any angle; cutting compound angle—right or left.

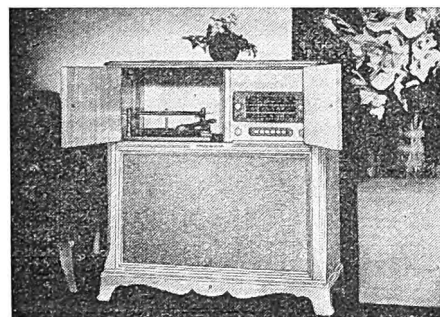
When a radial sawing machine is required, the shoe is removed from the electric hand saw and the motor mounted on the radial arm.

Porter-Cable Machine Co.

Syracuse, N. Y.

Specify HT 305 when contacting maker or using Reader Service Form pages 6-7

RADIO-PHONOGRAPH



Prospects: Homes.

Description: Nine new radio-phonograph combinations, seven of them of the console type, constitute an important major section of the complete G-E radio line for 1941.

One of the outstanding automatic radio-phonograph models, No. J-728, is illustrated above. In design it is of the 18th Century period, with solid top panel and double doors in front. The pierced fret, metal pulls, and grille fabric pattern are true to the period. Dual beamscopes, each scientifically designed for a specific job in connection with broadcast and international short-wave reception, reduce objectionable interference without the necessity for antenna or ground connections. The "Dynapower" speaker is of 14-inch size, and the radio equipment features a frequency-modulation key, six "Feathertouch" tuning keys, tone selector, wide-band radio-frequency stage, tone monitor circuit, three tuning bands. The phonograph compartment lights up automatically when that control is turned on, and there is an automatic record-changer and record-rejection mechanism.

Finished in blond mahogany. A similar model, No. J-718, finished in dark mahogany, is available.

Suppliers: Wholesalers.

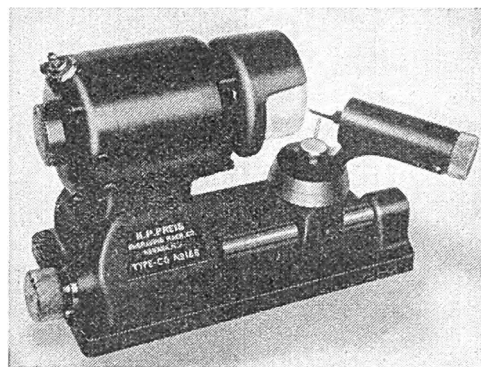
General Electric Co.

Radio and Television Dept.

Bridgeport, Conn.

Specify HT 306 when contacting maker or using Reader Service Form pages 6-7

GRINDER



Prospects: Machine shops.

Description: The "Panto" Model CG is a small, compact bench-top grinder for accurate sharpening of single-lip engraving and routing cutters, handling tapered-shank cutters and straight-shank cutters up to ¼" diameter. Machine is particularly adaptable to shops whose sharpening requirements do not justify the installation of larger and more expensive grinders. The grinding wheel is of the cup type, 2¼" diameter, and is attached directly to the shaft of the Universal motor, operating at 8500 r.p.m. Cutting-holding spindle is mounted in a swivel arm, graduated for quick setting to any cutting angle or taper desired; stop notches provided for grinding three-cornered or four-cornered cutters. Dimensions: 9½" long, 4½" wide, 6" high; weight 13 lbs.

H. P. Preis Engraving Machine Co.

155 Summit St.

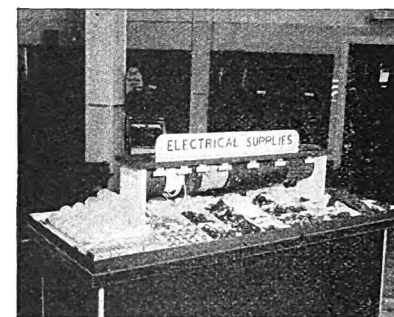
Newark, N. J.

Specify HT 307 when contacting maker or using Reader Service Form pages 6-7



"OH, DEAR, I DON'T KNOW HOW TO DECIDE—WHAT DO YOU THINK I'LL DO FIRST, LOSE THE KEY, OR FORGET THE COMBINATION?"

ELECTRICAL DISPLAY RACK



Dealer Helps: This rack for electrical supplies has been designed as an aid to dealers in displaying items that ordinarily are difficult to display and usually not displayed together.

The display rack has 21 trays and when loaded furnishes complete visibility for all items. It is attractively finished in blue and yellow, the inside being yellow.

Made of sheet steel, it is 72" long, 30½" wide, and from the table to top, 14½" high.

Package and Shipping Weight: 40 lbs.

Suppliers: Wholesalers.

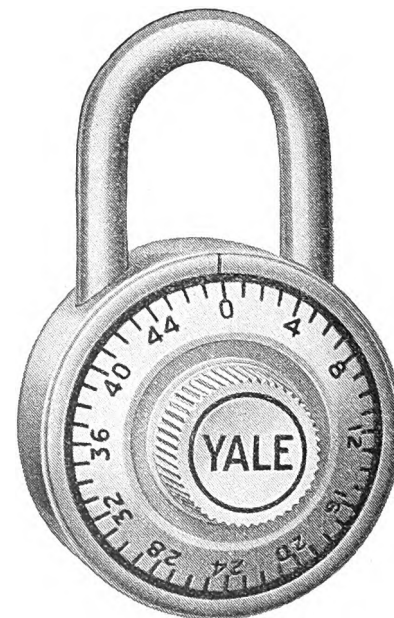
Northwest Metal Products Co.

Dept. A

Green Bay, Wis.

Specify HT 308 when contacting maker or using Reader Service Form pages 6-7

PADLOCK DEAL



Dealer Help: An effective display card and one padlock is given free for display with each order of 1 dozen No. 515 Padlocks at regular price. Deal closes September 2.

This Yale Combination Padlock No. 515 is particularly suitable for schools, colleges, industrial lock systems, golf and tennis clubs, etc., and embodies such features as Yale security, easy operation, rugged construction and economy. It is 2" in size with solid rustless metal case; baked aluminum finish, set off with black numerals and graduation marks.

Shipping Weight: Entire deal of 13 locks and 1 display card, 7 lbs.

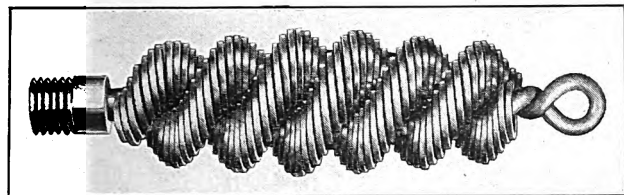
Suggested Retail Price: \$.60 each; quantity orders from schools, \$.50 each.

Yale & Towne Mfg. Co.

Stamford, Conn.

Specify HT 309 when contacting maker or using Reader Service Form pages 6-7

SHOTGUN CLEANER



Prospects: Sportsmen.

Description: This scientifically designed field and laboratory tested shotgun cleaner and lead remover is called the "Ferret."

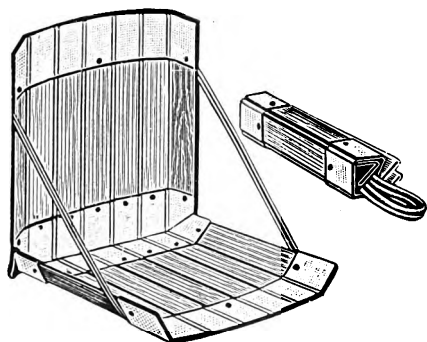
Made of flat, bronze alloy wires, properly coiled so cleaning is done by edges instead of wire ends and so arranged that they will clean a gun in a minimum length of time. As the bronze wire is much softer than the steel of the gun, it will not scratch or injure barrel. May be used with any standard shotgun cleaning rod or pulled through barrel by a strong cord attached to end-loop. Available in all standard gauges, gauge size being stamped on end of each cleaner. It is self-sharpening and will do even better work after used a few times.

Suppliers: Wholesalers.

The Dairy Specialties, Inc.

Ferret Gun Cleaner Dept. "F" Sandy Hook, Conn.
Specify HT 310 when contacting maker or using Reader Service Form pages 6-7

CAMP AND FISHING SEAT



Prospects: Campers, picnickers, fishermen, baseball and football fans, etc.

Description: This new "Stay-Open Backrest, with concealed, patented "Torsion Spring Hinge," is a handy, practicable, comfortable, convenient, all-purpose seat that can be used on any flat surface or boat seat. It conforms to the body and, therefore, fits everyone, requiring no cushions. Folds up compactly for convenient storage when not in use—a snap button fastener keeps it closed.

It is simply constructed of smooth wood slats, pocketed in heavy, long-wearing Army duck of bright collegiate colors of orange, green and blue, with side supports of heavy strapping in similar colors fastened to slats with cadmium plated rivets.

Dealer Helps: Nationally advertised in leading outdoor magazines.

Shipping Weight: 6 doz. 100 lbs.

Suggested Retail Price: \$1.50.

Suppliers: Wholesalers.

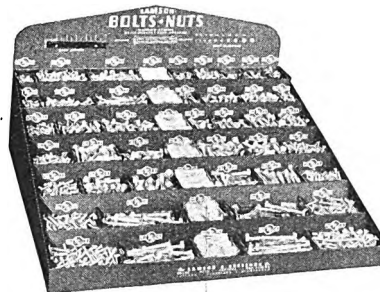
Relax Manufacturing Co.

844 W. Erie St.

Chicago, Ill.

Specify HT 311 when contacting maker or using Reader Service Form pages 6-7

BOLT AND NUT DISPLAY



Dealer Help: The "Speed-Merchant" consists of a merchandising cabinet and the Lamson "5" Line of "Brite-Plate" Bolts—49 popular sizes of bolts and screws. It was designed especially to meet chain store price and service competition. It combines the sales building advantages of open display, with the convenience of immediate accessibility.

The cabinet, 28" x 28" square, 14" high at rear, is constructed of heavy gauge steel with attractive black and red baked enamel finish, with built-in bolt gauge for self-service. Cabinet fits any standard display table. Each bin is clearly identified with price, size and stock number. Instructions on back of display on detailed placement of stock.

Stock consists of: 16 packages of machine bolts, 7 packages of flat head stove bolts, 16 packages of carriage bolts, 10 packages of round head stove bolts, and 7 packages of machine screws (5c lots in cellophane wrappers).

Package and Shipping Weight: Cabinet set up, except for back panel, in individual carton.

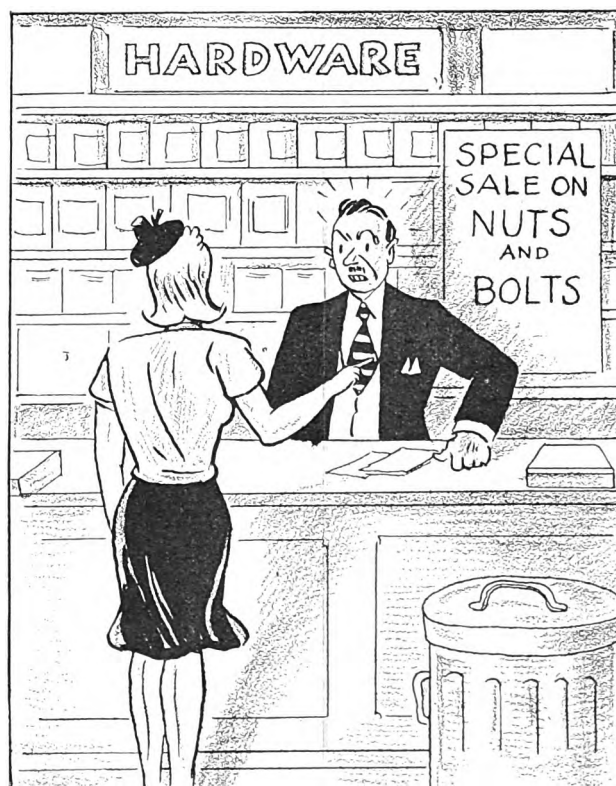
Chain store retail value, \$43.84; hardware dealers' cost, including merchandiser, \$26.30.

Suppliers: Wholesalers.

The Lamson & Sessions Co.

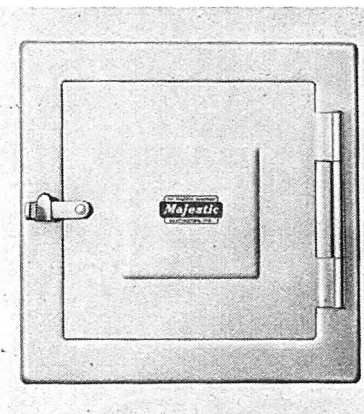
Cleveland, Ohio

Specify HT 312 when contacting maker or using Reader Service Form pages 6-7



"I WOULD LIKE TO GET A POUND OF YOUR MIXED NUTS!"

CLEANOUT DOOR



Prospects: Homes.

Description: The door and frame of this new low-cost Cleanout Door, Model No. 80, is made of 14 gauge $\frac{5}{8}$ " steel with the frame die-pressed to provide extra strength and a close-fitting door. It has a positive-locking latch and neat, sturdy coil type hinges. For ease in installation, the frame is 2" deep and has a mortar lock to hold it securely in place; for facilitating replacement, it has an open frame corner. Frame size, 10 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ "; door, 8" x 8". Finished in rust-resisting paint.

Majestic Company

Huntington, Ind.

Specify HT 313 when contacting maker or using Reader Service Form pages 6-7

ASH AND GARBAGE CAN



Prospects: Homes, farms, apartment buildings, etc.

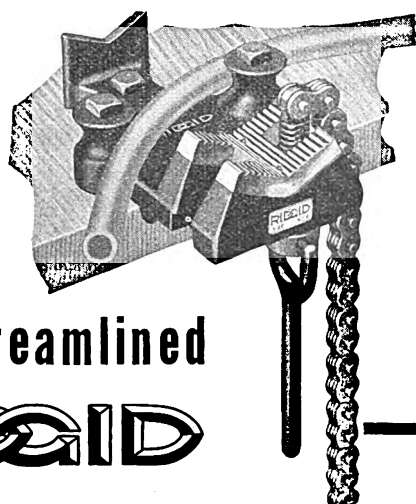
Description: In addition to the regular features identified with this line, this new "Uncle Sam" Ash and Garbage Can, designed and built to conform to U. S. Army specifications, embodies the following new features: Completely enclosed butt welded bar iron at top to make can withstand roughest treatment; double-seam pressed into bar iron at can's base, making it impossible to knock out bottom; $\frac{3}{8}$ " corrugations to give extra strength and rigidity; no rivets or spot welding in top or bottom bands, eliminating possibility of corrosion; handle over seams gives added strength to seams, and special handle construction that eliminates leverage strain on handle rivets.

Reeves Steel & Mfg. Co.

Dover, Ohio

Specify HT 314 when contacting maker or using Reader Service Form pages 6-7

Profits
for You
in this
New Streamlined
RIGID
Pipe Chain Vise



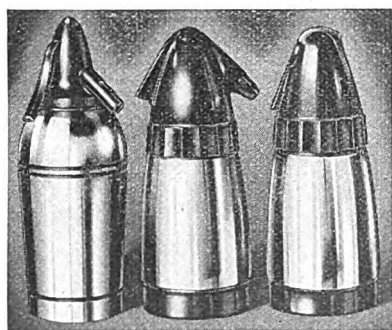
YOUR customers like this **RIGID** Chain Vise with its modern businesslike appearance, easy operation and its ability to hold pipe firmly. Jaw is of finest quality tool steel, scientifically hardened for positive grip and long wear. Body of special malleable metal. Five sizes for pipe up to 2", 4", 5", 6" and 8". Display one and you boost your vise sales. Ask your Supply House—or write us for complete information.

THE RIDGE TOOL CO., ELYRIA, OHIO

RIGID PIPE TOOLS

Specify HT 315 when contacting maker or using Reader Service Form pages 6-7

SYPHON BOTTLES



Description: Three new model "Sparklet" Bottles are announced. Their smooth, modern lines make them attractive gifts, their mechanical improvements giving them added utility value. Wider mouths permit insertion of ice cubes, make the syphons easier to fill and simpler to clean.

Two are syphons, which make charged water at home with the aid of the handy and inexpensive Red Band Sparklet Bulbs: the Standard model in polished chrome, the De Luxe in stainless steel. The third model, the "Aerator," is designed either for use with Blue Band "Spark-Whip" Bulbs, to instantly whip cream, make light, fluffy waffle batters, etc., or charge water as usual with the Red Band Bulbs.

Dealers Helps: Display material and mats; national magazine and radio advertising for the Fall and Holiday months.

List Prices: Standard \$5.00; De Luxe \$5.95.

Sparklet Devices, Inc.

Division of Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 316 when contacting maker or using Reader Service Form pages 6-7

SELLING *SLANTS* for RETAIL HARDWARE SALESMEN...

By Jack Hazard

FOUR THINGS IN SALESMANSHIP

The four outstanding things that you can do to help yourself become a better hardware salesman are:

1. SMILE
2. BE COURTEOUS
3. TAKE AN INTEREST IN YOUR WORK
4. KNOW YOUR BUSINESS

"The Best of Us Have Much to Learn"

★ ★ ★

SMILE

Be agreeable. Before you have a chance to say a word to a customer, your expression and attitude have made a definite impression. A real smile is a good start toward a sale.

★ ★ ★

COURTESY

Courtesy is the proper consideration of others. Service is more satisfactory where it is based on courtesy.

★ ★ ★

SHOW INTEREST IN YOUR WORK

Take a keen interest in your work. Be enthusiastic! Without interest in your work, no amount of selling skill will give you more than a temporary success.

★ ★ ★

KNOWLEDGE

Knowledge gives you confidence in yourself. Knowledge of the merchandise in your store enables you to advise customers wisely, thereby increasing your sales.

You must know more about your goods than the customer does. You are a guide to good merchandise.

To sell you must explain, and to explain you must know. Explain unusual facts, manufacturing processes, uses, etc., and you make the article seem more valuable.

Thorough knowledge of merchandising leads to more than story telling, however. It has sound business value.

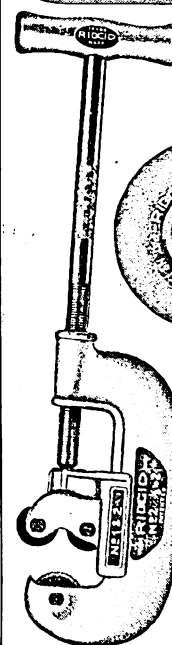
IT CREATES CONFIDENCE: CUSTOMERS appreciate being told what is best. Questions quickly and intelligently answered inspire confidence.

IT ANSWERS OBJECTIONS: Know your stock and it is easy to convince others.

IT CONSERVES TIME: By knowing your merchandise and knowing its location you can quickly locate the best possible article for your customer's needs.

IT INFLATES YOUR EGO: Knowing something and knowing that you know it is a grand feeling. No greater reward can come from your job than the realization that you are an expert.

Of course your customers want more quick clean pipe cuts from a cutter wheel...



RIGID

is the answer. That thin forged tool-steel blade, assembled in a solid steel-bushed hub rolls right through iron, steel and brass pipe—and leaves practically no burr. And it keeps rolling, gives many more cuts per wheel. There's also a

special smooth-cutting heavy-duty wheel—and both standard and heavy-duty cutters, each in 4 sizes, 1/8" to 4", powerful tools that always cut true. It pays you to sell these profitable, quick selling **RIGID** Cutters. Order from your Supply House.

THE RIDGE TOOL COMPANY, ELYRIA, OHIO

RIGID PIPE TOOLS

Specify HT 317 when contacting maker or using Reader Service Form pages 6-7

WASHER



Prospects: Homes.

Description: Model 546 "One Minute" Washer, with its attractive modernistic lines, and ability to wash fast and cleanly, includes such features as: DeLuxe bright chrome Mullins Wringer, with high feed board, bar release and tension handle, pressure indicator, with 2 1/4" balloon rolls; white porcelain enamel bottle neck tub, 23" x 14", 5 to 8 sheet capacity, and heavy "Armco" iron base.

Dealer Helps: Consumer folder.

Package and Shipping Weight: Model 546, 188 lbs.

Suggested Retail Price: Model 546, \$69.95.

One Minute Washer Co.

Specify HT 318 when contacting maker or using Reader Service Form pages 6-7

Kellogg, Ia.

HARDWARE

The National Merchandising Information Service

Hardware and Tools Farm Implements and Farm Building Equipment Home Appliances and Housewares Sporting Goods, Toys and Novelties

MAR 16 1942

Today

Vol. 1

SEPTEMBER

1940

No. 9

HARDWARE TRADE WINDS

JUNE, 1940

JUNE SALES VOLUME OF WHOLESALERS WAS UP 6.0% FROM SAME MONTH LAST YEAR.

IN THE RETAIL TRADE 1684 INDEPENDENT HARDWARE STORES REPORTED 5.3% LARGER SALES VOLUME THAN JUNE, 1939, ALTHOUGH DOWN 6.0% FROM MAY, 1940. THE MIDDLE ATLANTIC, EAST NORTH CENTRAL, WEST NORTH CENTRAL AND PACIFIC STATES REGISTERED SUBSTANTIAL GAINS IN SALES AS COMPARED WITH EXPERIENCE OF JUNE OF LAST YEAR.

MERCHANDISING SPOTLIGHT

HARDWARE TODAY calls to your attention the following items taken from the pages of this issue. Each one has been selected with the idea of being of assistance to you in spotlighting seasonable merchandise.

Page

- ELECTRIC HEATER—two heaters in one—equipped with “on-and-off” safety switch—list price \$7.95..... 3
- STILLSON WRENCH—your customers are glad to pay full profit prices for this “Ridgid” wrench..... 4
- FILTERS AND SHIELDS—for every register in every home with a hot-air furnace 5
- CLOCKS AND WATCHES—a sweep second pocket watch to sell at \$1.95 and a new electric kitchen clock at \$2.50 7
- PLASTIC WOOD—advertise the year round, and a good repeat seller..... 9
- RUBBER BALLS—“Barr” rubber balls deserve a place in every hardware store, and here is a perfect display for them 11
- AIRPLANE KITS—a big special deal of 116 fast sellers retailing from 25c to \$1.00 13
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Here every month you will find a handy “check list” of new and improved products to sell—and the latest dealer helps available to increase turnover on established lines.

Brief descriptions of these items are given in this issue—for additional information use convenient Reader Service Form between pages 8 and 9.

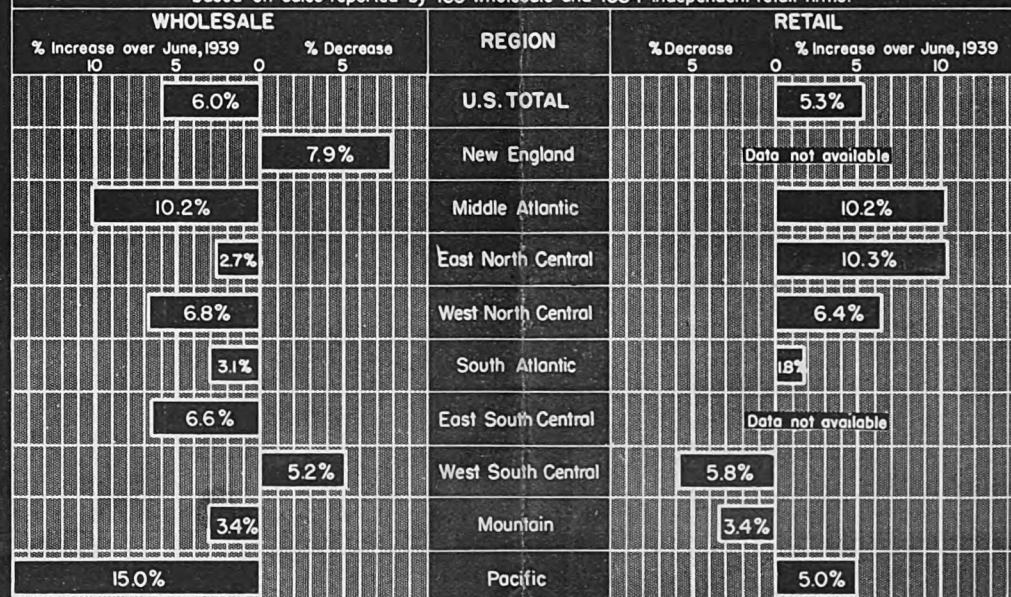
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HARDWARE SALES TRENDS - BY REGIONS

JUNE 1940

Source: U.S. Bureau of Foreign and Domestic Commerce. Percentages are based on sales reported by 163 wholesale and 1684 independent retail firms.



PLAY KIT



Prospects: Children.

Description: This large airplane luggage-type package contains an assortment of colorful rubber toys, including a big gas-inflated ball, jackstone set, sponge ball, paddle ball, two return balls, and a large tossup novelty balloon packaged in an envelope. The kit, measuring 5½" x 10½" x 16", presents a striking appearance with its variety of toys, and many colors.

Package and Shipping Weight: 1 to a carton, wt. 4½ lbs.; 8 to a carton, 24 lbs.

Suggested Retail Price: \$1.00.

The Barr Rubber Products Co.

Sandusky, Ohio

Specify HT 319 when contacting maker or using Reader Service Form pages 8-9

SCREW JACK DISPLAY



Dealer Help: This new counter-window display card has been designed to demonstrate the features of Simplex Screw Jacks. The weight of the jack holds down the display, and the screw is run out until the cap contacts the die cut overhanging portion holding the display rigid. A jack furnished with each display has a portion of the cap cut away to show the chrome-molybdenum steel ball nested in a hardened chrome-nickel steel socket on which the forged steel cap rests. How use of a single large ball permits cap to float up to 9°, leveling or centering the load, is demonstrated. Other features, including the tough malleable iron base, and the safety peephole in base to prevent running screw out too far, are also pointed out.

Templeton, Kenly & Co.

1020 S. Central Ave.

Chicago, Ill.

Specify HT 320 when contacting maker or using Reader Service Form pages 8-9

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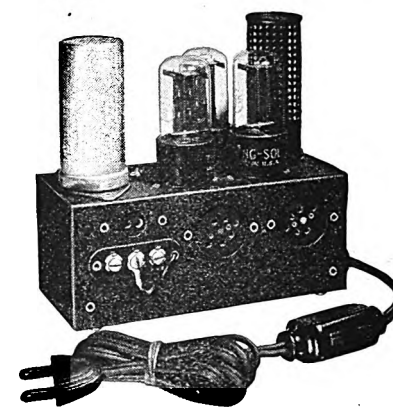
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"OH, I FORGOT TO TELL YOU, I WANT THE KIND THAT WASHES CLOTHES."

POWER UNIT



Prospects: Radio owners.

Description: A new A-B plug-in power unit Model AD, which will convert portable and home battery radios into all-electric sets, has been announced. Does away with "A" and "B" batteries and saves radio owners the cost of replacements. This model will operate any 1½ volt battery having 4, 5, or 6 tubes from a 105 to 125 volt, 50 or 60 cycle a-c—or 110 to 120 d-c—lighting source. Dimensions: 6¼" x 5¾" x 2½".

Weight: 2 lbs.

List Price: \$8.95.

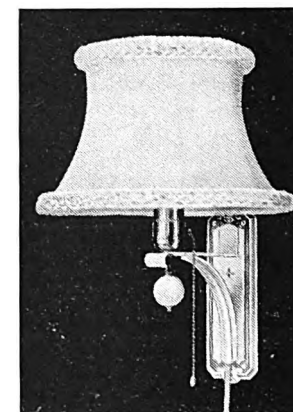
Electro Products Laboratories

549 W. Randolph St.

Chicago, Ill.

Specify HT 321 when contacting maker or using Reader Service Form pages 8-9

WALL LAMP



Prospects: Homes, apartment buildings, hotels, etc.

Sales Features: The patented attachment feature of the "Hold-Tite" Wall Lamp requires no tools. The lamp can be put up quickly and easily by the most inexperienced person by a few turns of a simple screw-eye. Because the base of lamp is held securely against the wall, the danger of marring the wall is eliminated.

"Hold-Tite" Wall Lamps are available in a wide variety of styles, colors and finishes.

Dealer Helps: An attractive, five-color demonstrating display, 21" x 25", for either counter use or for wall hanging, is furnished with each initial order of lamps amounting to \$18.00 net or more; 100 six-page descriptive folders, with space for dealer imprint, also supplied with display.

Suggested Retail Price: \$1.50 and up.

Suppliers: Wholesalers.

Celmet Products Co.

Dept. C, 89 Allen St.

Rochester, N. Y.

Specify HT 322 when contacting maker or using Reader Service Form pages 8-9

GLASS SUBSTITUTE DISPLAY



Dealer Help: An effective easel-back window card, displaying samples of Flex-O-Glass, Wyr-O-Glass, Glass-O-Net and Window Fabric, has recently been developed to tie in with manufacturer's national radio and farm paper advertising campaign starting in September. The display card, measuring 15" x 28", is furnished free with the "Special Four Roll Deal."

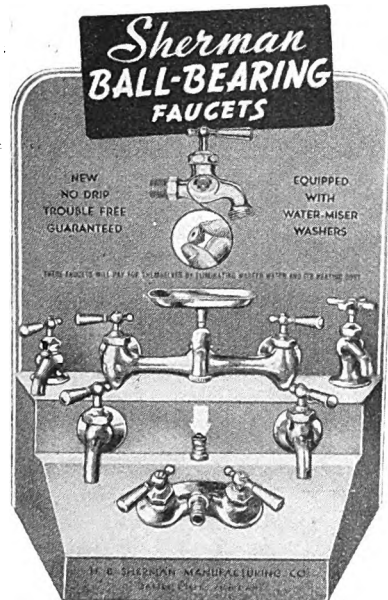
The Flex-O-Glass Mfg. Co.

1104 N. Cicero Ave.

Chicago, Ill.

Specify HT 323 when contacting maker or using Reader Service Form pages 8-9

FAUCET DEAL



Dealer Help: A new, colorful display has been designed to aid independent dealers in securing volume sales and profits on the new Sherman line of Ball-Bearing Faucets. The display is offered free with an order for the following introductory assortment No. WM-5600: 2—No. 606-B Sink Faucets; 2—No. 521-B Lavatory Faucets; 2—No. 523-S Lavatory Faucets; 2—No. 610-B Sink Faucets, and 2 No. 573-B Double Sink Faucets.

All faucets are finished in polished chromium plated on nickel and copper.

Direct mail and consumer literature; national advertising.

Shipping Weight: Approx. 25 lbs.

Suggested Retail Price: \$1.49 to \$5.59 each. Total selling price \$30.10—dealer's cost \$20.30.

Suppliers: Wholesalers.

H. B. Sherman Mfg. Co.

13 Barney St.

Battle Creek, Mich.

Specify HT 324 when contacting maker or using Reader Service Form pages 8-9

LEVEL



Prospects: Home craftsmen, farmers, carpenters, etc.

Description: Level No. 1289 is a new addition to the "Defiance" line of levels. It is 24" long and made of thoroughly seasoned Ponderosa Pine. It has convenient handy grips on each side and hang hole on one end. Four accurate "Cat's-Eye" glasses, one double level and two single plumbs are shielded by thick protector glasses set in white putty. Finish, red enamel.

Package and Shipping Weight: Packed 3 each in a cardboard wrapper; wt. 3 3/4 lbs.

Suggested Retail Price: \$1.00 each—slightly higher west of Missouri River.

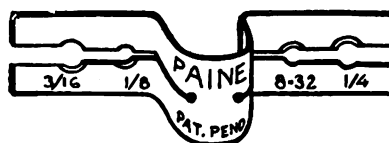
Suppliers: Wholesalers.

Stanley Tools

New Britain, Conn.

Specify HT 325 when contacting maker or using Reader Service Form pages 8-9

TOGGLE BOLT CLAMP



Prospects: Mechanics.

Sales Features: A new toggle bolt clamp has been developed that promises to revolutionize the installation of all toggle bolts up to and including 1/4" diameter, according to manufacturer. It is said that tests prove conclusively that it will cut toggle bolt installation time 50 percent and at the same time enable the mechanic to use a screw driver instead of turning bolt with the fingers.

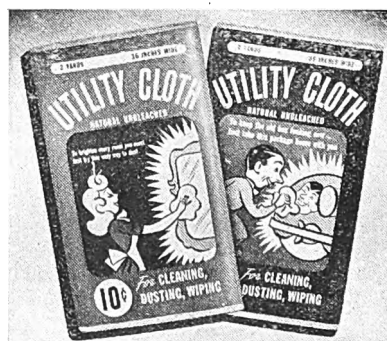
The Paine Company

2947 Carroll Ave.

Chicago, Ill.

Specify HT 326 when contacting maker or using Reader Service Form pages 8-9

UTILITY CLOTH PACKAGING



Dealer Help: Utility cloth is now attractively packaged especially for the hardware trade. Each package contains two yards of 36" wide natural unbleached cheesecloth for cleaning, dusting, polishing, wiping, etc. Two bright, colorful labels, one in red and the other in blue, have been designed to appeal to both men and women customers. So that hardware dealers may avail themselves of this "double appeal," each shipping carton of 144 packages includes 72 of the red labels and 72 of the blue.

Suggested Retail Price: 10c each.

Chicopee Sales Corp.

40 Worth St.

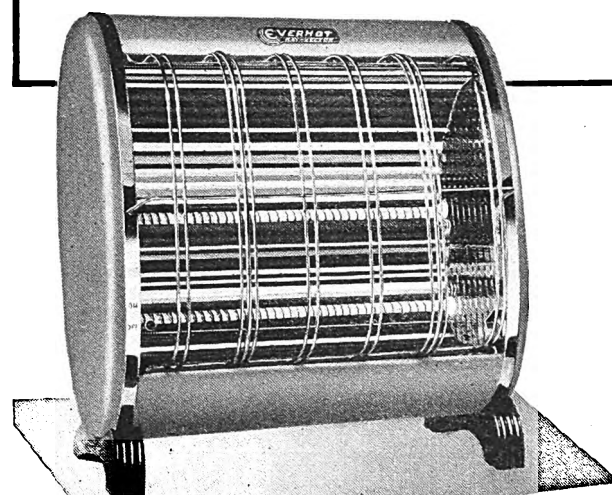
New York, N. Y.

Specify HT 327 when contacting maker or using Reader Service Form pages 8-9

EVERHOT

RAY-VECTOR ELECTRIC HEATER

2 HEATERS IN 1
CONVERTIBLE...
FOR RADIANT HEAT...
FOR CIRCULATING HEAT
AND IN
COMBINATION



Equipped with ON-
and-OFF, and Automatic
Safety Switch.

PACKED with features which attract, interest and sell the shopper, the Everhot Ray-vector Room Heater puts new and bigger volume in electric room heater sales for every dealer. For the energy employed, Everhot is the hottest, fastest-acting, most efficient heater on the market.

Modernly different in its pleasing design and color scheme. Compact—readily portable. Chrome-crescent reflector with 40 reflecting surfaces. Heat control provided by the exclusive Everhot damper-deflector, permitting instant change from radiant to circulated, diffused heat.

List price \$7.95. Order Now. Be prepared for the fall trade. Ask your jobber or write the factory.

TWICE THE DIRECTED HEAT

Tilted chrome reflector has 40 surfaces set at scientific angles to give maximum intensity of directed rays.

Exclusive damper feature, when open circulates diffused heat throughout room—when closed concentrates direct and reflected rays in selected area.

Cone of radiant and convection rays cover wide area... forward... downward... upward.



SELL TIMED HEAT!



Increase size of sale by selling an Everhot Timer-Clock (\$5.95) that will turn on the heater in the morning and also turn it off, automatically.

THE SWARTZBAUGH MFG. CO.

Established 1884
TOLEDO, OHIO, U.S.A.

Specify HT 328 when contacting maker or using Reader Service Form pages 8-9



This RIDGID Guarantee Boosts Your Wrench Sales

UNCONDITIONAL GUARANTEE
If this Housing ever Breaks or Distorts we will replace it Free.
TRADE RIDGID MARK
THE RIDGE TOOL CO. ELYRIA, O.

THIS amazing RIDGID has won world-wide popularity among the most critical pipe wrench users because it really does end all wrench housing repairs and expense. Because the adjusting nut always spins easily to size. Because its safe chrome molybdenum replaceable jaws are instant grip and let-go and the I-beam handle is both powerful and easy on the hand. Your customers are glad to pay full-profit prices for such a wrench. Ask your Supply House for RIDGID.

THE RIDGE TOOL CO., ELYRIA, O.

RIDGID PIPE TOOLS

Specify HT 329 when contacting maker or using Reader Service Form pages 8-9

HOUSE NUMBER



Dealer Helps: The "Miro-Flex" House Number is now being offered at a special low price.

Individual reflectorized numerals are mounted on steel frame, which holds from two to four numbers. The 24" steel post has anchor to prevent theft. Posts and frames are finished in dark green baked enamel.

Package and Shipping Weight: Packed 10 numbers to a carton; shipping wt. 27 lbs.

Suggested Retail Price: Single faced \$1.25; double faced \$2.00.

The Miro-Flex Co.

1824 E. Second St.

Wichita, Kans.

Specify HT 330 when contacting maker or using Reader Service Form pages 8-9

HARDWARE Today

The National Merchandising Information Service

Hardware
and Tools

Home Appliances
and Housewares

Farm Implements and
Farm Building Equipment

Sporting Goods, Toys,
and Novelties

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Phone: Superior 6365

SEPTEMBER, 1940

Distribution This Issue—30,000 Copies

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of all hardware wholesalers. This list has been selected on the basis of financial and credit ratings and demonstrated capacity for selling hardware and allied lines, and from direct requests from qualified outlets and individuals.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

THE "EYE" OF YOUR STORE

Cartoons make a strong appeal to the young and their elders, without regard to sex.

The originals of the many cartoons which have appeared in preceding issues of **HARDWARE TODAY** have been in great demand by our readers for use in their windows.

As there is but one original drawing of each, naturally we had to give it to the dealer who requested it first.

As the interest grows, steps have become necessary to meet the demand, and hereafter one cartoon from an issue will be enlarged and sent with each mailing of **HARDWARE TODAY**.

A copy ready for display purposes will be found in this issue. Place it in your window—follow up with a display of the merchandise cartooned—and the "eye" of your store will attract the passerby and help focus attention on the articles displayed.

John R. Hazard

OIL BURNER WICK



Prospects: Homes.

Description: "Aztec OT-30," an improved type of asbestos oil burner wick, has a warp of special corrosion-resisting wire and a filling of soft spun asbestos yarn reinforced with wire. This construction brings all asbestos fibres parallel, affording direct flow from the bottom to the top of wick without interference of cross fibres. Edges of wick are trimmed square, bringing the oil out on the surface for quicker kindling and a hot blue flame, free from smoke and soot. Available in 7/8", 1", 1 1/4", and 1 3/8" widths.

Package and Shipping Weight: Six-foot lengths in attractive two-color cartons; 12 "custom-cut" strips of correct lengths for a particular burner in a carton; 100-foot rolls.

Asbestos Textile Company, Inc.

165 W. Wacker Drive

Chicago, Ill.

Specify HT 331 when contacting maker or using Reader Service Form pages 8-9

GLOVE DEAL



Dealer Helps: An attractive and easy-to-use display, exhibiting three styles of "Turn-Cuff" Household Gloves, is offered free with an assortment deal that also includes three pair of regular style gloves free. The assortment includes: 12 pair Grip-Tex, assorted sizes 7 to 9; 3 pair Sure-Tip, sizes 7 1/2 to 9; 6 pair white Plitex, assorted sizes 7 to 9; 12 pair Nu-Gluvs, assorted sizes 7 to 9, and 3 pair of Debs free.

Each pair of gloves is individually packaged in display-type cartons for counter use.

National advertising to appear this fall in Good Housekeeping and Ladies' Home Journal.

Suggested Retail Price: 29c to 49c per pair; retail value \$13.77; dealers' cost \$8.55.

The Surety Rubber Co.

125 Hall Ave.

Carrollton, Ohio

Specify HT 332 when contacting maker or using Reader Service Form pages 8-9

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OIL HEATER-COOKERS



V201G

Prospects: Summer cottages, tourist cabins, small homes, apartments, etc.

Sales Features: Two new Heater-Cooker Models V101G and V201G have been added to the "Savoil" line of cabinet and portable kerosene heaters. Although less costly in construction than other "Savoil" models, the heaters are pleasing in appearance with brown stippled-steel finish, and very little has been sacrificed in heating efficiency at low operating cost. It is claimed that the two-burner heater-cooker (shown above) will heat 2800 cubic feet even in zero weather, and the one-burner will heat 1400 cubic feet.

United Stove Co. Ypsilanti, Mich.
Specify HT 333 when contacting maker or using Reader Service Form pages 8-9

PAINT DEODORANT



Prospects: Home owners, painters and decorators.

Sales Features: "Cento" consists of not one but a combination of very effective deodorants. These odor-masking agents are of progressive volatility; thus they volatilize simultaneously with the solvents in the paint and also with the oxidation of the drying oils.

Dealer Helps: Attractive white and green pint size cans; display cartons for 1 ounce and 1/4 ounce bottles; window display signs and descriptive folders free with minimum orders.

Package and Shipping Weight: Delivery charges prepaid on all orders.

Suggested Retail Price: Pint size can \$1.75; 1 ounce bottle 25c; 1/4 ounce bottle 10c.

Suppliers: Wholesalers.

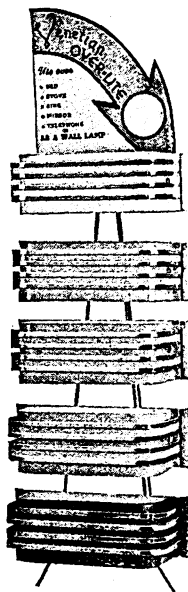
Mer-Q-Ree, Inc.

4715 Hampden Lane

Specify HT 334 when contacting maker or using Reader Service Form pages 8-9

Bethesda, Md.

PORTABLE LIGHT



Prospects: Homes, hotels, apartments, restaurants, beauty salons, etc.

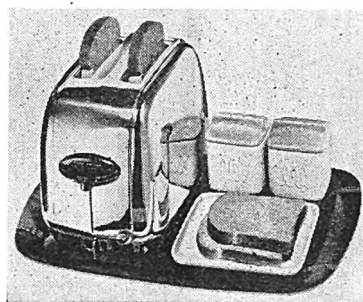
Description: The new "Venetian Over-Lite" No. 2300 is a colorful, inexpensive lamp that will fit into many places where extra light may be needed. It is readily moved from place to place, and is attached to wall with special pin-up feature, or hung on bed, dressing table, pictures, medicine cabinet, etc., with rubber covered brackets.

Dealer Helps: A display unit (shown above) given free with each initial order of one dozen or more lights, other display units available for a small charge.

Suggested Retail Price: \$1.00.

The Gregg Manufacturing Co.
2 Venetian Ave. Fredricktown, Ohio
Specify HT 335 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC TOASTER SET



Description: This handsome "Toastmaster DeLuxe Toast 'n Jam" Set is artistic as well as practical for table or buffet service, and makes an ideal gift for weddings, birthdays, anniversaries, Mother's Day and the holidays.

The fully-automatic, two-slice toaster is equipped with "Flexible Timer"; permanently attached cord; wear-resistant chromium finish. Toast plate and covered jam jars are of colorful Franciscan Ware. The newly designed tray, in walnut finish, has many uses.

Dealer Helps: Complete assortment of dealer helps; national advertising.

Suggested Retail Price: \$17.95.

McGraw Electric Co.
Toaster Products Division

Specify HT 336 when contacting maker or using Reader Service Form pages 8-9

Elgin, Ill.



The
Season's
HOTTEST
Promotional
SENSATION

Sell one set for EVERY Register in EVERY Home with a Hot Air Furnace.

Adjustable to any size register. Installs without removing register. Choice of Ivory, Walnut Grain or Black!

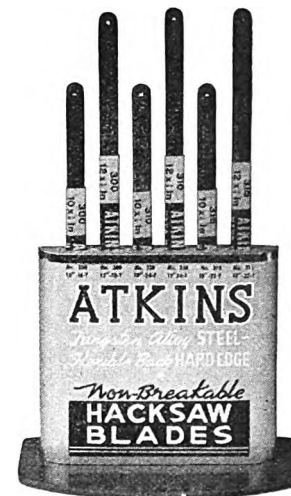
Sales are astonishing! Right now—at the first of the furnace season—is the time for YOU to get on the bandwagon! Write today for complete information.

Watch for the New Swing-a-Way Can Opener

STEEL PRODUCTS MFG. COMPANY
The Merchandise Mart Chicago

Specify HT 337 when contacting maker or using Reader Service Form pages 8-9

HACKSAW BLADE DISPLAY



Dealer Help: This convenient "silent salesman" is suitable for counters and windows. Blue lettering, trimmed in white against a solid silver background all add to the attractive appearance of display. Each slot is properly identified as to the number and length of the blade and the number of teeth per inch. It is furnished to dealers without charge with the purchase of 1 dozen each of the following assortment of alloy hacksaw blades: No. 300—10", No. 310—10", No. 315—10", No. 300—12", No. 310—12" and No. 315—12".

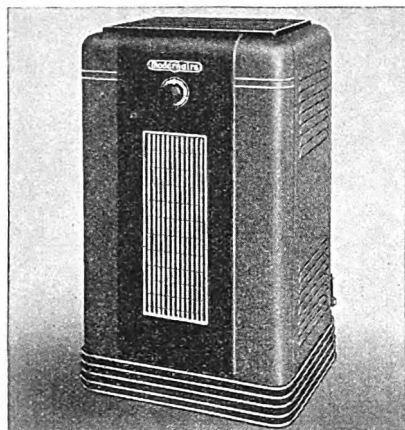
List Price: \$5.50.

E. C. Atkins & Co.

Specify HT 338 when contacting maker or using Reader Service Form pages 8-9

Indianapolis, Ind.

OIL HEATER



Prospects: Homes.

Sales Features: This new "Modernaire" DeLux Model D provides radiant heat as well as circulating heat. A single fan does the work of four—forces warm air out of front grille, both sides, and top. Unique baffles stop "air pull" along floor and eliminate drafts. Among other advantages are: tamper-proof heat control; foot warmer; humidifier; extra large size copper bearing steel combustion chamber; new automatic control valve with fuel compensator. Finished in two-tone brown enamel finish.

Package and Shipping Weight: Crated, 150 to 205 lbs., depending on size.

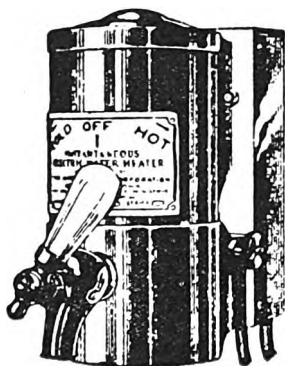
The Globe Machine & Stamping Co.

Heater Division

Cleveland, Ohio

Specify HT 339 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC WATER HEATER



Prospects: Summer cottages, homes, dairy farms, lunch wagons, restaurants, dentists' and doctors' offices, beauty parlors, first aid rooms in factories, mills refineries, etc.

Description: With the Instantaneous Electric Heater, hot water is available 24 hours a day in just three seconds' time, in unlimited quantities. It is compact, dependable equipment, constructed to render years of service. The faucet handle operates the switch. When turned to the right, hot water is available instantly—to the left, the double valve faucet permits the cold water to flow. When handle is in an upright position, current and water are simultaneously cut off. Easy to install, requires only one cold water line and electric wire. Made of bronze, and chrome, 10 1/2" high x 9 1/2" deep x 4 3/4" wide.

Single faucet type (shown above) produced in four models; also available in multiple faucet and tank types.

Weight: 17 lbs.

Dealers' Cost: \$45.00.

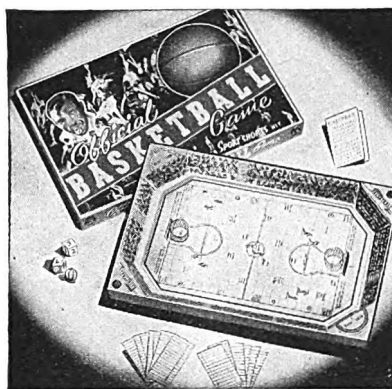
Gutterson Co., Inc.

Dept. HT, 420 Lexington Ave.

New York, N. Y.

Specify HT 340 when contacting maker or using Reader Service Form pages 8-9

BASKETBALL GAME



Prospects: Everybody.

Description: "Official Basketball" is a new parlor game loaded with exciting action through every minute of play. As baskets are popped from all corners, the ball moves swiftly up and down the court, from left to right and obliquely. There are penalties for walking and for fouls, providing every possible feature necessary to complete realism.

Platform is printed in four colors, with built-in baskets with wire frames, and backboards. At either end, there is an indicator to keep score by quarters. Special dice are furnished—one designates direction, the other distance. Ball is metal. Game includes complete directions and a pad of score sheets. Box measures 20 1/4" x 13 1/4" x 1 1/2".

Package and Shipping Weight: 1 doz. to standard carton; wt. 25 lbs.

List Price: \$1.00.

Suppliers: Wholesalers.

Toy Creations, Inc.

200—5th Ave.

New York, N. Y.

Specify HT 341 when contacting maker or using Reader Service Form pages 8-9



"ABNER, I JUST TRADED IN OUR OLD WOOD STOVE ON A NEW OIL HEATER."

GARDEN TOOL GIFT SET AND DISPLAY



Dealer Help: This matched set of four Hand Garden Tools—packed in colorful Christmas paper, with a container designed as a counter display—has been specially developed to attract the attention of gardeners, and to increase dealers' holiday gift trade. Set consists of trowel, weeder, spading fork, Warren hoe, and a copy of "Better Gardening," a 120-page garden guide. The tools are well made, forged from one piece of steel, highly tempered, with mirror-polished metal parts and blue lacquered, comfortable wood handles. Display box is in colorful blue and orange, and the sets come boxed and wrapped in Christmas paper, complete with red and silver cellophane ribbon, each box inserted in separate mailing carton.

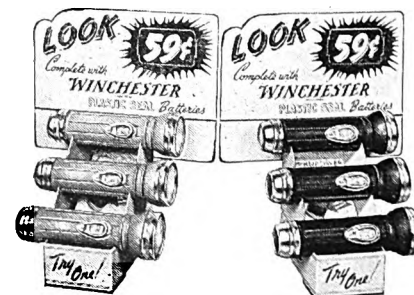
Suppliers: Wholesalers.

The Union Fork & Hoe Co.

Columbus, Ohio

Specify HT 342 when contacting maker or using Reader Service Form pages 8-9

FLASHLIGHT DISPLAY



Dealer Help: To introduce and merchandise the new, low-priced Winchester Flashlights, two "3-3" space saver counter displays are included free in Deal Display No. 49. The displays are sturdy, compact, practical, as well as attractive, being printed in four colors. The flashlights are No. 5413, standard two-cell size, made from solid drawn brass tubes, and finished in red and black "rock crystal" finish, with 22k copper fittings.

Deal display consists of 3 red and 3 black flashlights packed with 2 of the "3-3" counter displays, and 48 No. 1511 "Hi-Power" plastic seal batteries.

Suggested Retail Price: 59c complete.

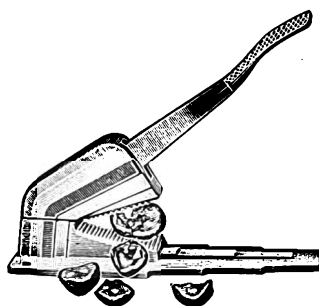
Winchester Repeating Arms Co.

Division of Western Cartridge Co.

New Haven, Conn.

Specify HT 343 when contacting maker or using Reader Service Form pages 8-9

NUTCRACKER



Prospects: Homes.

Description: No. 9570 Nutcracker was designed and built for the express purpose of cracking native black walnuts as well as other heavily shelled nuts. Its mechanical advantage enables a light pressure to crack the shells on the hardest nuts and the meats remain unbroken.

It is sturdily constructed of cast grey iron with malleable iron handle, finished in ivory with dark brown trim. Base has four screw holes. Overall dimensions: base 10" long x 2 1/4" wide; height, with handle raised, 9 1/2" with handle lowered, 4".

Package and Shipping Weight: 1 to a box, 1 doz. to case. Net wt. each 3 3/4 lbs.; shipping wt. per case 50 lbs.

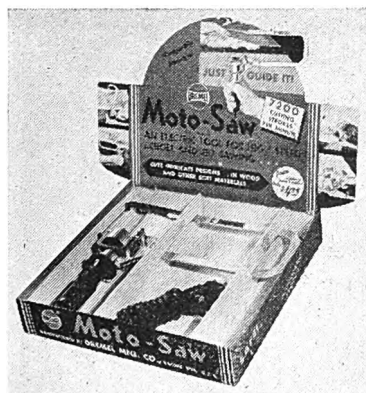
Suggested Retail Price: \$1.50 ea.

Suppliers: Wholesalers.

Arcade Mfg. Co.

3001 Arcade Ave. Freeport, Ill.
Specify HT 344 when contacting maker or using Reader Service Form pages 8-9

JIG-SAW



Prospects: Model builders, home craftsmen, etc.

Sales Features: The "Moto-Saw" is an electrically driven hand jigsaw that saws the most intricate designs, cut at any desired angle and also on assembled projects. The magnetic motor develops 7,200 strokes per minute, cutting at high speed at an average of 12" per minute through medium hard wood or other material from 1/8" to 3/4" thick. Cuts perfectly smooth—no sanding required. It is sturdily built, with only two moving parts. Safe to use as any hand saw; a slight pressure on the automatic switch in handle instantly stops and starts motor. Operates on 110-120 volt, 50 or 60 cycle A. C. current. Weight, only 17 ounces.

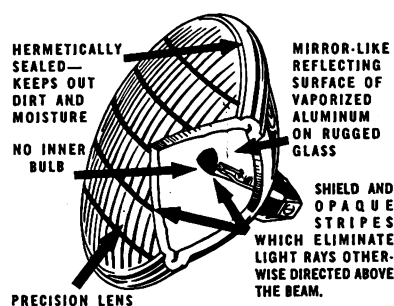
Dealer Helps: Packed in attractive box, which opens up into a counter display (pictured above).

Suggested Retail Price: \$4.85 complete with 6-ft. approved cord, rubber plug and 3 saw blades.

Dremel Mfg. Co.

14th & Clark Sts. Racine, Wis.
Specify HT 345 when contacting maker or using Reader Service Form pages 8-9

FOG LAMP



Prospects: Car owners.

Description: The new G-E Mazda Fog Lamp No. 4012 was designed to provide motorists with safer seeing in fog and other forms of adverse weather conditions. This lamp requires no inner bulb to protect the filament from the outside atmosphere, because its reflector, filament and lens are combined in a single all-glass hermetically sealed unit. A small black hood or "visor" is mounted immediately in front of the filament and five opaque stripes run horizontally along the fluting intersections on the inner surface of the lens.

Fog Lamp No. 4012 has a clear or "crystal" lens. A similar lamp (No. 4012A) with amber lens is also available. **Suggested Retail Price:** No. 4012, \$1.10; No. 4012A, \$1.35. **Suppliers:** Wholesalers.

General Electric Co.

Lamp Dept., Nela Park Cleveland, Ohio
Specify HT 346 when contacting maker or using Reader Service Form pages 8-9

BATH THERMOMETER



Description: This new boat-shaped, floating Baby Bath Thermometer consists of a wooden frame, size 4" x 2" x 1", finished in blue or pink. A non-fading, red spirit magnifying lens tube is angled and counter-sunk below deck, placing bulb in wall below water level. Perforated nickel plated guard is placed over the bulb. Scale numerals and bath terms are printed on deck in black. Average range: 40° to 115°.

Dealer Helps: Packed individually in decorative silver-and-white metal foil gift box; 6 gift boxes (3 pink and 3 blue instruments) packed in handsome display container, 7" x 4 1/2" x 2 1/2".

Suggested Retail Price: 75c each.

American Thermometer Co.

2907 Clark St. St. Louis, Mo.
Specify HT 347 when contacting maker or using Reader Service Form pages 8-9

Just a Hint

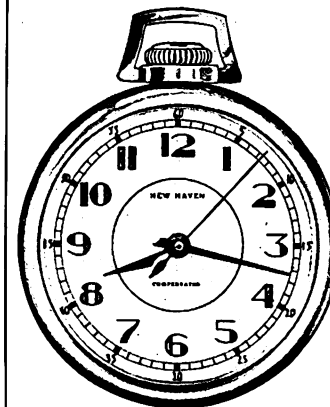
OF OUR MANY UNUSUAL VALUES

READY NOW FOR THE HDW. FIELD

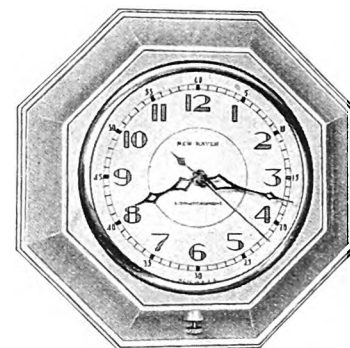
"Portia"

NEW ELECTRIC KITCHEN CLOCK

If current breaks, clock stops till time is set, then automatically starts and shows correct time. Consumes but one watt! Has a soft, friendly tick. Plastic case in choice of colors. Retail, \$2.50.



THE NEW HAVEN CLOCK CO., New Haven, Conn.



Sweep Second POCKET WATCH

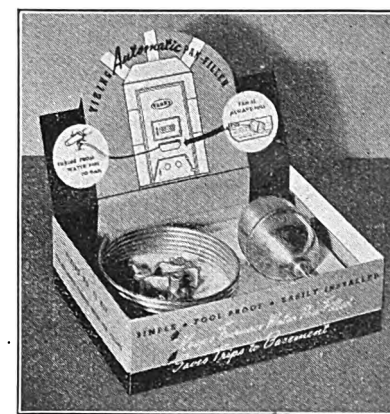
Very visible white metal dial with black hour, minute and sweep second hands and black and gold-color numerals. Dust-proof, chromium plated case, unbreakable crystal. Extremely valuable for timing photo exposures, sports, etc. Good timekeeper. Retail \$1.95.

Your jobber can supply you

NEW HAVEN Timepieces

Specify HT 348 when contacting maker or using Reader Service Form pages 8-9

WATER PAN FILLER



Prospects: Homes.

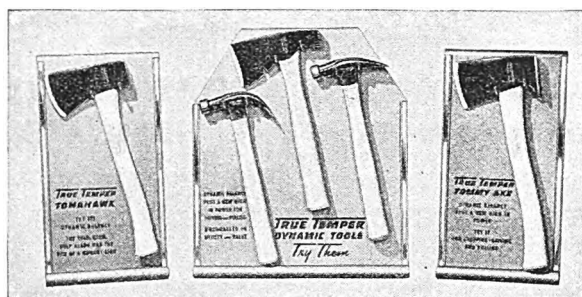
Description: A new automatic Furnace Water Pan Filler, in a display carton, has just been announced. This unit, designated as the "No. 11 Float Valve Control Kit," consists of the "Viking" float valve assembly, saddle valve for connection to the water line, and copper tubing with all necessary fittings. The kit is a practical furnace accessory that can be easily installed in any furnace water pan in just a few minutes, it is claimed.

Dealer Helps: Kit is packed in an attractive two-color display carton intended for dealer's counter as a "silent salesman."

Viking Air Conditioning Corp.

9500 Richmond Ave., S. E. Cleveland, Ohio
Specify HT 349 when contacting maker or using Reader Service Form pages 8-9

TOOL DISPLAY



Dealer Helps: This all-metal display consists of three pieces—substantial braced steel panels with rolled edges top and bottom. Finished in hammered gold enamel with stainless steel trim. Supplied with easel on back, or punched for hanging if preferred. Display is furnished free with a minimum order of "True Temper" tools as follows: 4 No. TA Tommy Axe; 2 No. TH Tomahawk; 2 No. DH Dynamic Hatchet; 4 No. D16 Nail Hammer; 4 DR18 Ripper Hammer; 4 No. DV16 Nail Hammer.

National advertising will appear this fall in Saturday Evening Post, Hunting & Fishing, and National Sportsmen.

Suggested Retail Price: \$1.00 to \$1.50 each; total retail value \$27.00; dealers' cost \$18.00.

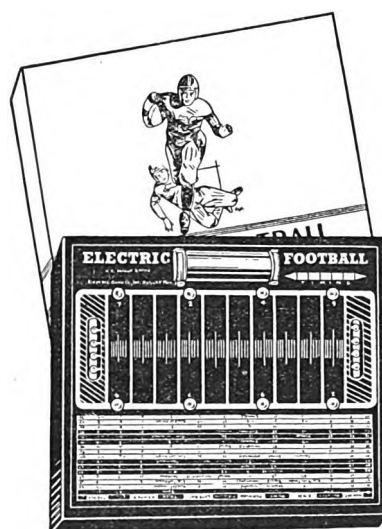
American Fork & Hoe Co.

2012 Keith Bldg.

Cleveland, Ohio

Specify HT 350 when contacting maker or using Reader Service Form pages 8-9

FOOTBALL GAME



Description: The "Jim Prentice" Electric Football Game duplicates all the thrills, strategy, and suspense of the grid-iron. Players represent coach, quarterback, line, ends, back-field, and cheering section of their respective teams. Complete with miniature football, timing device, lights, batteries, etc. Built on sturdy wood frame, size 14" x 16", equipped with large double battery power unit, plated metal parts, electrically illuminated plays, and colorful, lacquered playing field.

Dealer Helps: Game is packed in handsome yellow display box. National advertising.

Package and Shipping Weight: 12 units per carton; wt 32 lbs.

Suggested Retail Price: \$2.00.

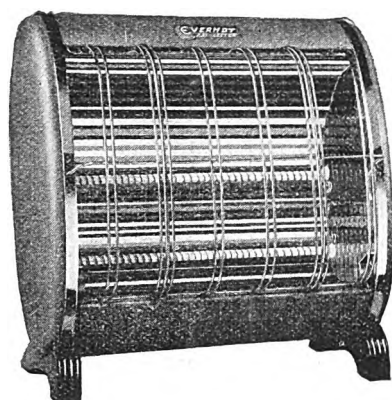
Electric Game Co., Inc.

Dept. HT

Holyoke, Mass.

Specify HT 351 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC HEATER



Prospects: Homes, offices and workshops.

Sales Features: The new "Everhot Electric Ray-Vector" Heater, Model 815, is readily converted from a radiant to a circulating air heater by a foot pedal damper-deflector, which diffuses or concentrates the heat rays as desired. A chrome-crescent reflector, with 40 reflecting surfaces, projects radiation forward, downward and upward. Equipped with a convenient on-and-off switch. An automatic safety switch turns the current off if heater is tipped over.

Heater body finished in blue gray with dark blue feet and chrome trim. Dimensions: 15 1/4" high, 16" wide, 9" deep. Wattage 1320. A. C. current only; D. C. models available.

Shipping Weight: 12 lbs.

List Price: \$7.95.

Suppliers: Wholesalers.

The Swartzbaugh Mfg. Co.

Toledo, Ohio

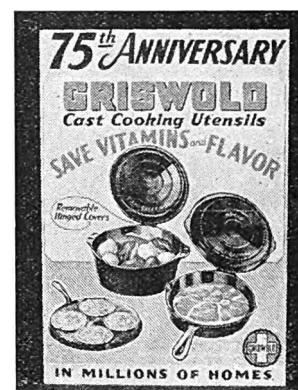
Specify HT 352 when contacting maker or using Reader Service Form pages 8-9

"TEETH" AND "TEETH"



"MY HUSBAND TOLD ME TO GET THE TEETH FIXED ON THIS SAW."

COOKING UTENSIL DISPLAY



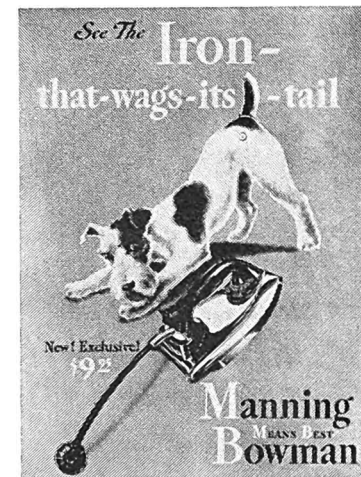
Dealer Helps: A three-piece window and counter display featuring the new line of Griswold Hinged Cover Ware is now available to dealers. The center card (illustrated above) depicts the foods in nine natural colors, measures 21" x 30" high, and is scored so that it folds in the center. The side cards are in three colors and white, and are 10" x 14" high. All cards made with easel backs. Center card is also available in a reduced size of 10 1/2" x 14" high without easel back, designed for stores who use standard card holders. This three-piece display may also be used in any showing of Griswold Cast Iron Cooking Ware.

The Griswold Mfg. Co.

Erie, Pa.

Specify HT 353 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC IRON



Prospects: Homes.

Sales Features: A new electric iron with a non-kink, swivel-action cord, called the "Iron-That-Wags-Its-Tail," has recently been introduced. The cord attached directly to the iron—like a dog's tail to its body—wags right along behind wherever the iron "goes"; thus the iron will weave around buttons and into sleeve gathers without twisting of the cord. Other advantages include invisible heat ray thermostatic control and finger-tip fabric dial.

Dealer Helps: In a five-color, electrical motion window display card (pictured above), both dog's tail and iron cord wag simultaneously. A cut-out puppy, to be placed on top of iron, as a counter "attention-getter"; folders, post cards; cuts and mats; national advertising in Life Magazine in September, are additional sales helps.

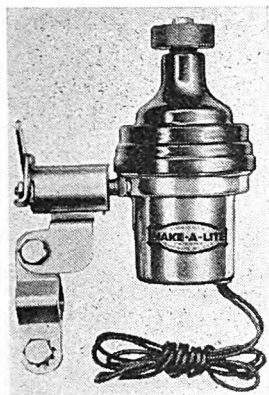
Suppliers: Wholesalers.

Manning, Bowman & Co.

Meriden, Conn.

Specify HT 354 when contacting maker or using Reader Service Form pages 8-9

BICYCLE GENERATOR



Prospects: Bicycle owners.

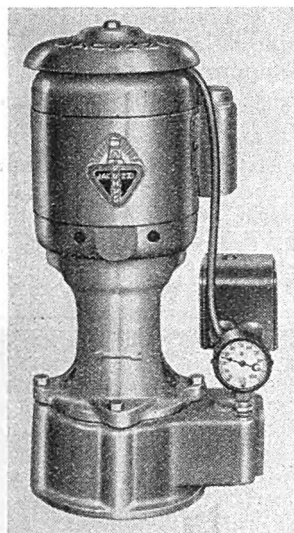
Description: The new, improved "Make-A-Lite" (the original American-made generator) is provided with an automatic governor which controls voltage, preventing bulbs from burning out at excessive speeds, and gives brilliant light at all speeds. An automatic switch (Models B, D and E) enables both front and rear lamps to remain lighted, even when bicycle is not moving. Independent circuits are provided for both lamps—if one lamp is damaged, the other remains lighted. Standard bulbs used.

List Price: \$2.95 to \$4.50 each, depending on model.

Make-A-Lite, Inc.

Division of Chefford Master Mfg. Co., Inc. Fairfield, Ill.
Specify HT 355 when contacting maker or using Reader Service Form pages 8-9

WELL PUMP



Prospects: Rural homes, farms, etc.

Description: The Junior Shallow Well Pump Model No. 25JX is one of three models (one deep well injector and two shallow well pumps) in a new, low-priced line. Its capacity is approximately 300 G.H.P., and the pressure developed is suitable for pressure systems and booster service, and for pumping into overhead or storage tanks: not self-priming. Equipped with 1/4 H. P., 110-220 volt, 60 cycle motor; also available for 32 or 110 volt DC operations.

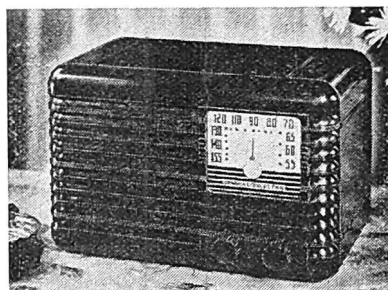
Dealer Helps: Window displays; direct mail and consumer literature; national advertising.

Suggested Retail Price: \$65.00 complete, without tank or pipe, f. o. b. Berkeley.

Jacuzzi Bros., Inc.

1450 San Pablo Ave. Berkeley, Calif.
Specify HT 356 when contacting maker or using Reader Service Form pages 8-9

RADIO



Prospects: Farms, rural homes, etc.

Description: Two new table models and a console receiver, built to operate on batteries for service in those areas where no power is available, have been announced. Smallest of the battery-operated receivers is Model JB-420 (shown above) in mahogany plastic with louvre-type grille, 5" "Dynapower" speaker, full-vision dial, and a standard tuning range from 540 to 1720 kilocycles. Terminals on the receiver are adaptable to the "pack" type battery, and battery life is approximately 1,000 hours. The set has manual and automatic volume controls, is approximately 7" high, 10 1/2" wide and 6" deep.

Suppliers: Wholesalers.

General Electric Co.

Radio & Television Dept.

Bridgeport, Conn.

Specify HT 357 when contacting maker or using Reader Service Form pages 8-9

OIL HEATERS



Prospects: Homes.

Description: Two new models, known as "Driven-Aire," with specially designed built-in rotor, have just been announced. These models provide rapid and thorough forced circulation of warm air throughout several rooms. If desired, the fan unit may be turned off entirely while the heater is in operation.

"Driven-Aire" is being introduced in two powerful circulators, one with two 8" pot type burners and one with two 9" sleeve type burners, to fill the demands of various localities.

Finished in brown porcelain enamel and contrasting "Crystone," with bright chrome grilles and trim. Both models are 41 1/2" high, 31 1/2" wide and 31" deep, overall. Each is supplied with a large, rust-proof porcelain enamel humidifier pan, to supply ample moisture content. "Driven-Aire" models require a flue connection.

Florence Stove Co.

Gardner, Mass.

Specify HT 358 when contacting maker or using Reader Service Form pages 8-9

WHY SHOULD YOU SELL P.W.?

IT'S PROFITABLE!
IT'S ADVERTISED YEAR 'ROUND!
IT'S A QUALITY REPAIR ITEM!
IT'S A REPEAT SELLER!

THE A. S. BOYLE COMPANY
(Distributors) Jersey City, N. J.

PLASTIC WOOD

Specify HT 359 when contacting maker or using Reader Service Form pages 8-9

MOTOR OIL



Dealer Helps: A new lithographed gallon package for the recently developed "Motor Fizik" is announced. "Motor Fizik," when mixed with No. 1 light fuel oil, makes a very inexpensive, but effective penetrating oil, claim its manufacturers. The recommended dilution would be two gallons of No. 1 light fuel oil with one gallon of "Motor Fizik" to make three gallons of penetrating fluid. This combination is claimed to be especially effective as a valve solvent for motor shop work, and also excellent as a spring spray, for eliminating chassis squeaks, and freeing rusty nuts, wheels and connections.

Curran Corporation

Malden, Mass.

Specify HT 360 when contacting maker or using Reader Service Form pages 8-9

WATCH DISPLAY



Dealer Help: The makers of Ingersoll watches are offering dealers a colorful Christmas display with an assortment of their fastest-selling models. The display is an improved adaptation of the one introduced last year. It is in the form of a Christmas tree, on which are fastened various watches included in the assortment. A colorful Santa Claus peers from behind the tree, holding a Sweep Second Pocket Watch in his hand. The display will make an ideal center-piece for a Christmas window, with other gift items grouped around it.

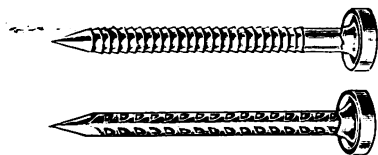
Suppliers: Wholesalers.

Ingersoll-Waterbury Co.

Waterbury, Conn.

Specify HT 361 when contacting maker or using Reader Service Form pages 8-9

LEAD HEAD NAIL



Sales Features: "Filco" is a new cold pressed "Led-Hed" Nail that not only runs more nails to the pound, but offers a scientific and effective "triple seal" protection against moisture and rust. It is claimed these new nails run 9100 full 10-gauge 1 3/4" length nails to the 100-pound keg. Therefore, fewer pounds of nails are needed for a given area of roofing, making for greater economy. Available in lengths from 1 1/2" to 2 1/2", with either barbed or ring shanks.

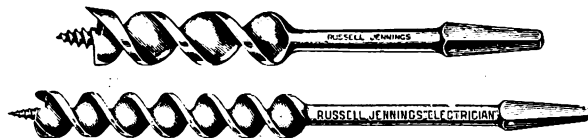
Filshie Lead Head Nail Co.

5801 S. State St.

Chicago, Ill.

Specify HT 362 when contacting maker or using Reader Service Form pages 8-9

AUGER BITS



Prospects: Electricians, plumbers, etc.

Sales Features: These Auger Bits are of special design, with single spur and cutter and coarse thread screw, to bore holes for BX cable and pipe in new and old building construction. Two notable features of these bits are: ease of operation, and cutting edges that do not have to be so frequently sharpened on the job. They bore smooth, round holes of the exact size marked on the shank, and are made of fine high carbon steel, hand-sharpened and specially heat-treated

for long edge life.

Available in the following sizes: L-101E, Electrician's Bit, overall length 10 1/2", comes in 10/16, 11/16 and 12/16 sizes; J-101E, Plumbers' Bit, overall length 9 1/2", in sizes from 11/16 to 28/16; J-101S, Plumbers' Bit, overall length 6 1/2", in 12/16 and 14/16 sizes.

Dealer Helps: Specially prepared for dealers' use is a table of suggested sizes of these auger bits to use to bore holes to receive all the common sizes of BX cable, copper tubing and iron pipe.

List Price: L-101E, \$12.00 to \$14.00 per doz.; J-101E, \$14.00 to \$48.00 per doz.; J-101S, \$14.00 and \$16.50 per doz.

The Russell Jennings Mfg. Co.

105 Jennings Ave.

Chester, Conn.

Specify HT 363 when contacting maker or using Reader Service Form pages 8-9

PROTECTING PADS



Prospects: Housewives.

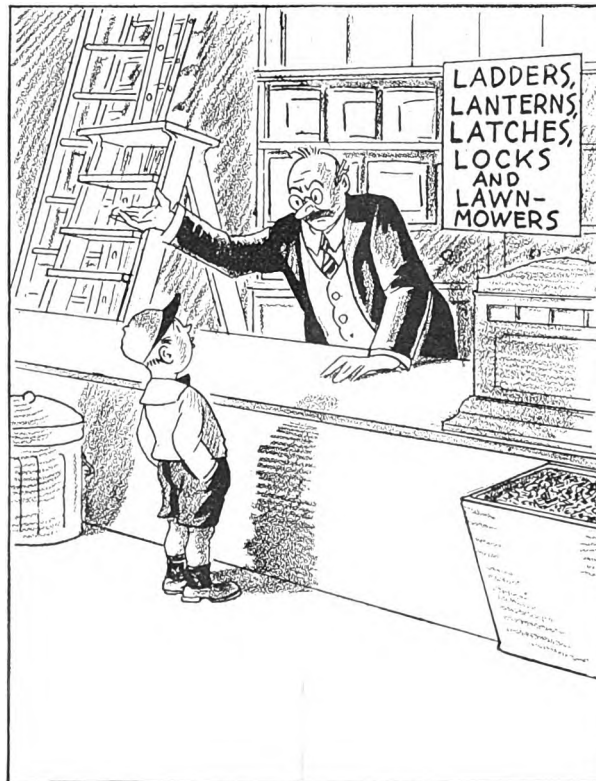
Description: "Pro-Tex" metal-and-asbestos pads are now supplied in a new round form, supplementing manufacturer's regular line of rectangular pads. The new pad is 7" in diameter, and available in vari-colored decorative patterns, including plain. "Dutch Tulip" pattern illustrated above.

Ballonoff Metal Products Co.

5807 Kinsman Rd.

Cleveland, Ohio

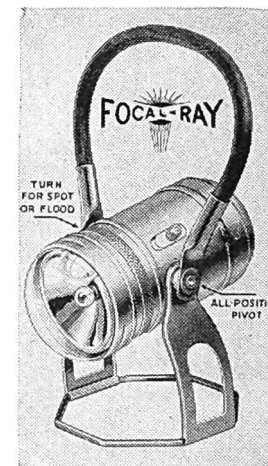
Specify HT 364 when contacting maker or using Reader Service Form pages 8-9



CLERK: "DID YOUR FATHER SAY HE WANTED AN UPRIGHT LADDER OR STEP-LADDER?"

BOY: "STEP-LADDER, I GUESS, HE'S MY STEP-FATHER!"

LANTERN



Prospects: Farmers, sportsmen, home owners, motorists, scouts, campers, truckers, industrial watchmen, etc.

Sales Features: The No. 900 Empire "Focal-Ray" Lantern can be changed from the brightest spot to a spreading flood light instantly by the slightest turn of the lens head. The lantern body is pivotally mounted to the base and handle, enabling light to be directed in any angle, and leaving hands free for repair work, chores, etc. The highly polished parabolic reflector gives a long, concentrated beam. It is economical to operate, giving 80 to 100 hours' service per battery.

Heavy duty construction; plated, rustproof finish; reliable, water-tight switch; uses standard Mazda No. 502, 5 volt bulb; operates on standard 5 volt Lantern Battery; supplied with bulb. Other models available in this line.

Package and Shipping Weight: Individually packed; 12 to a standard package; approx. wt. 30 lbs.

Suggested Retail Price: \$1.70 to \$3.25 according to model.

Suppliers: Wholesalers.

The Metal Ware Corporation

1706 Monroe St.

Two Rivers, Wis.

Specify HT 365 when contacting maker or using Reader Service Form pages 8-9

CLOSET BRACKET



Prospects: Homes, apartment buildings, hotels, offices, etc.

Description: This new Swinging Closet Bracket, with its modern lines, presents a striking contrast to the conventional design of such fixtures. Sturdily built and attractively finished in nickel plate or green enamel, this unit conserves closet space and adds convenience by supporting four to eight coat hangers, a dozen ties, or other garments. A hook at the bottom of the bracket is an additional feature. Packaged on an attractive card, which tells its own sales story and helps to keep stock neat. Complete with screws. **Package and Shipping Weight:** Packed 1 doz. cards to box. **Suggested Retail Price:** 20c each.

H. L. Judd Company, Inc.

Wallingford, Conn.

Specify HT 366 when contacting maker or using Reader Service Form pages 8-9

VENETIAN BLINDS



Prospects: Homes, apartment buildings, offices, etc.

Description: A new type Venetian Blind has been designed to fit in ordinary window shade brackets. Variations in window width are overcome by thumb screws at either end of the headboard, making the blind adjustable to 1". Both privacy and ventilation are obtainable through a built-in feature of the blind. When the blind is in a "down" position, a section of either the upper or lower slats may be closed independently of the rest.

The slats are made of a special boxboard material with a smooth ivory finish, and reinforced with sealed-in wooden strips. They are 2" in width, removable, and are mounted on white tapes. They may be brushed off with a duster or wiped with a damp cloth, and are claimed to be non-warping, moisture-proof, and sun-fast.

The blinds are supplied in standard lengths of 64", and from 23" to 36" wide.

Suggested Retail Price: \$1.99 ea.

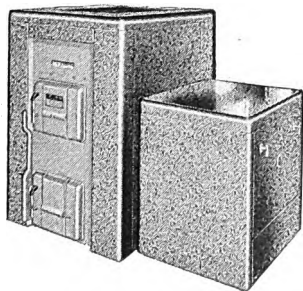
Lowe Paper Company

Lowe Ave.

Ridgefield, N. J.

Specify HT 367 when contacting maker or using Reader Service Form pages 8-9

FURNACE



Sales Features: The newly designed "Genuine Original" Dowagiac Steel Furnace with Air Conditioner embodies such features as: New, streamlined double front; piano hinged doors with chromium trimmed handles; 7-gauge drum; 10-gauge radiators, extra large; riveted and welded, for strength and safety; direct damper which can be opened to by-pass gases while the door is open for firing, thus preventing their coming out at front; blue "Hammerloid" baked enamel finish. Air conditioner is properly baffled for winter air conditioning; equipped with automatic humidifier.

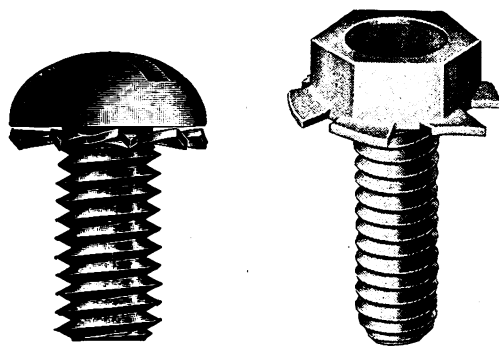
Dowagiac Steel Furnace Co.

"B" Street

Dowagiac, Mich.

Specify HT 368 when contacting maker or using Reader Service Form pages 8-9

SCREWS



Sales Features: This new "Lock-Tite" Screw (at left), for metal-to-metal fastening, embodies in one unit all the advantages of separate locker washer and screw assemblies. As the lock washer is an integral part of the head, this type fastening eliminates all lock washer assembling difficulties, lost time and waste. Drives like an ordinary screw. Pre-assembled ready for application, "Lock Washer Assembly" Screw is shown at the right. Ordering and stock control are simplified, as inventories of both units are automatically balanced.

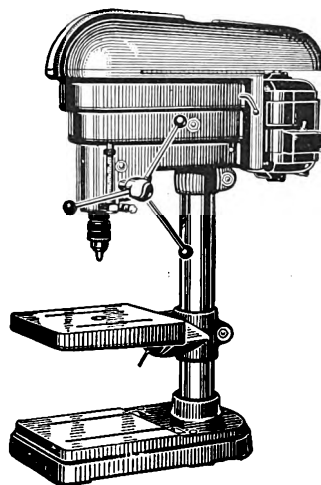
Continental Screw Co.

700 Mt. Pleasant

New Bedford, Mass.

Specify HT 369 when contacting maker or using Reader Service Form pages 8-9

DRILL PRESSES



Prospects: Mechanics, home craftsmen, industrial plants, etc.

Sales Features: Several new models of 5/8" capacity "Helmet Head" Drill Presses, with completely enclosed drive, have been announced. The additions are so extensive that manufacturer claims the line to be the most complete offered in this capacity range. Models include single and multiple spindle floor types; Morse taper spindle types; a complete range of slow-speed models (5 speeds from 425 to 3340 r. p. m.) in single and multiple bench and floor types.

Drill press, Model No. 2600, with standard table, shown above.

Dealer Helps: Eight-page illustrated booklet; national advertising.

Package and Shipping Weight: One to a crate; 185 lbs.

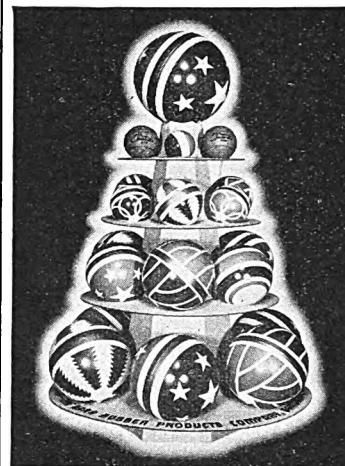
Suggested Retail Price: \$65.00, without motor.

Boice-Crane Co.

Box 185, Sta. C.

Toledo, Ohio

Specify HT 370 when contacting maker or using Reader Service Form pages 8-9



THE PERFECT DISPLAY OF SUPERB RUBBER BALLS!

This compact, but striking display stand, loaded with brilliantly colored BARR rubber balls, will produce year

'round volume and profits far above average.

The quality, big value BARR toys positively deserve a place in every hardware store. Once the hardware dealer has experienced customer reaction he will never be without them.

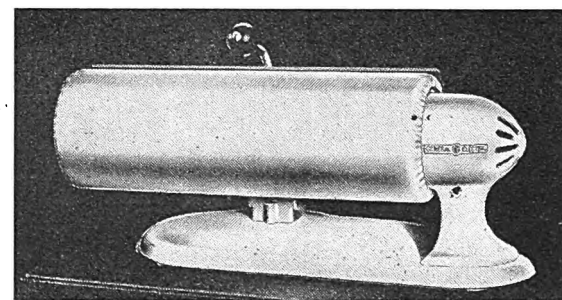
Your inquiry will promptly bring literature, descriptive of a low cost unit of balls including a free display stand.

Write Dept. C-9 today.

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U. S. A.
WORLD'S LARGEST MANUFACTURER OF RUBBER TOYS

Specify HT 371 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC IRONER



Prospects: Homes.

Description: A new portable Electric Ironer of the rotary type (Model AR-17) is so light in weight that it may be carried easily and used on any convenient work surface. It is claimed the quality of work possible with this new device compares favorably with that of larger machines. It is designed with an open end for convenience, and its roll measures 6" in diameter and 22" long. The ironer shoe, finished in duo-chrome, has 110 square inches of ironing surface, and a long life heating element. Instantaneous control is provided by a single lever for all operations. The fully enclosed motor is permanently lubricated, as is the driving mechanism. Dimensions: 28" long, 13" high, and 10" deep. Electrical rating: 1275 watts, 110 volts.

Suppliers: Wholesalers.

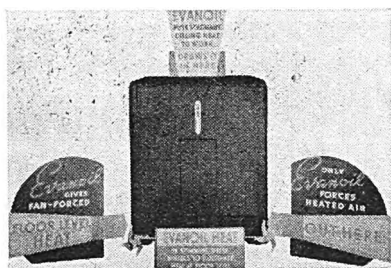
General Electric Co.

Appliance & Merchandise Dept.

Bridgeport, Conn.

Specify HT 372 when contacting maker or using Reader Service Form pages 8-9

OIL HEATER DISPLAY



Dealer Help: A new four-piece, full-colored action display—built to give a complete presentation of reversed fan-forced circulation of "Evanoil" space heaters, using a minimum of space—is now available to dealers. A floor card equipped with pinwheels is placed in front of an "Evanoil" and the pinwheels are revolved by the fan-forced air, which flows from the bottom louvers of the heater. Two brightly colored panels consisting of two large arrows and copy also form part of the display, and are placed on each side of the heater to show where the heat is discharged. Another card is placed on top of the heater to complete the explanation of the reversed air principle.

Evans Products Co.

12600 Greenfield Rd.

Detroit, Mich.

Specify HT 373 when contacting maker or using Reader Service Form pages 8-9

RADIO DISPLAYS



Dealer Helps: Three new displays, featuring "Glamor-Tone" radios, phonograph combinations and recording sets, are now being supplied to dealers. The displays are in full color and picture Beatrice Blaxton, famous New York model. The radio cabinets appear in realistic colors, and the attractive blond girl, in her "peppermint candy" dress of red and white stripes. Two of the displays are life-size, one measuring 68" high x 43" wide, the other 56" high x 44" wide. The one shown above, measuring 17½" high x 16" wide, is a smaller reproduction of one of the larger displays.

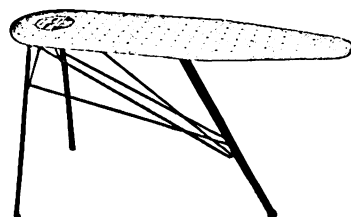
Suppliers: Wholesalers.

The Crosley Corporation

Cincinnati, Ohio

Specify HT 374 when contacting maker or using Reader Service Form pages 8-9

STEEL IRONING TABLE



Prospects: Homes.

Sales Features: The new "Met-L-Top" Ironing Table is fire-proof, warp-proof and weighs just one pound more than

the average wooden ironing board. The top of the table is perforated on 2" centers to permit escape of the heat and steam of ironing, and keep the ironing pad dry. This hastens ironing operation, and reduces "ironing-board" wear on fabrics. The perforated metal top is particularly adaptable to ironing and pressing with the new steam irons. Construction is metal throughout, without bolts or screws; white enamel finish. Folds compactly to set in a space only 3½" wide.

Dealer Help: As a special inducement, manufacturer is offering an elastic-edge ironing pad, and a sleeve table with ventilated metal top; both list at \$1.00.

Suggested Retail Price: \$5.95.

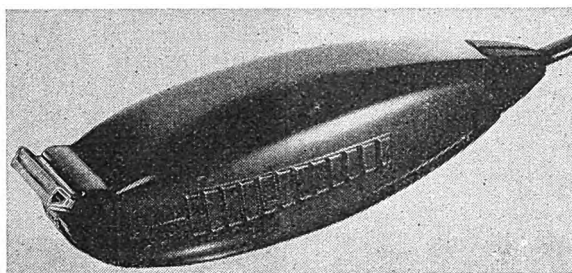
Met-L-Top Tables, Inc.

1500 W. St. Paul Ave.

Milwaukee, Wis.

Specify HT 375 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC SHAVER



Description: The new AC Model "Speedster" has the same cutting head, the same natural-angle, featured in more expensive "Knapp" Shavers. The high-speed motor (7,200 r.p.m.) moves cutting edges so fast, they cannot jerk, pull, or skip over whiskers. The two-in-one shearing head fits every face, and provides two sizes of slots, for coarse or fine beards. Because it is self-honing, it stays keen and sharp. Shaver comes in an attractive leather case.

Dealer Helps: A deal just announced includes: 2 "Speedsters" listed at \$5.00 each; 1 10/8 shaver, listed at \$10.00; 1 15/8 shaver, at \$15.00; a special display case with mounted shaver; 2 counter and window display cards, and a package of sales circulars. Retail value, \$35.00; net dealer cost, \$20.00. National radio and magazine advertising.

Suppliers: Wholesalers.

Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 376 when contacting maker or using Reader Service Form pages 8-9

PUTTY APPLICATOR DISPLAY



Dealer Help: The "Simplex Putty Applicator" display box, containing 12 tools, with simple instructions, has been designed and colored to attract customers' attention.

The "Putty Applicator" simplifies all glazing jobs—makes perfect angles and corners, and leaves no surplus putty on window pane. It requires no skill to manipulate, it is claimed, and can be used by the novice as well as the skilled workman. Constructed of highly polished zinc die casting.

Other dealer helps: display cards and literature.

Package and Shipping Weight: 1 doz. 2½ lbs.; 1 gross 30 lbs.; 3 gross 90 lbs.; free delivery charges allowed on 3 gross. Price to dealer \$1.85 per doz. **Suggested Retail Price:** 25c ea. **Suppliers:** Wholesalers.

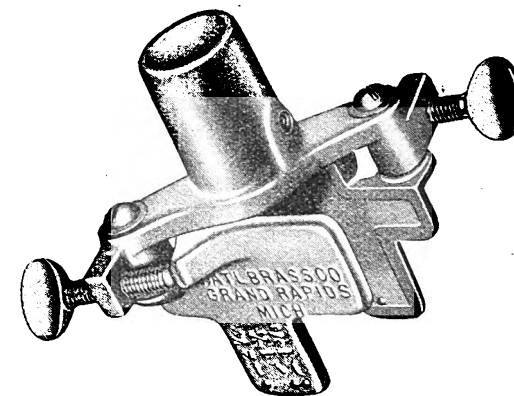
The Simplex Putty Applicator Co.

9752 Bessemore Ave.

Detroit, Mich.

Specify HT 377 when contacting maker or using Reader Service Form pages 8-9

BIT GUIDE



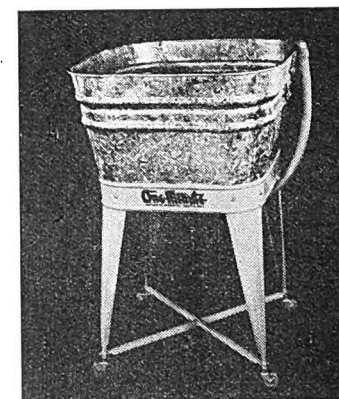
Sales Features: The Dexter "Bit Guide" simplifies the installation of tubular locks. It is used like a tool, clamped onto the door where the lock is wanted. No measuring or squaring is necessary, as it self-centers and adjusts to the thickness of any door, and accurately guides the bit in boring.

National Brass Co.

Grand Rapids, Mich.

Specify HT 378 when contacting maker or using Reader Service Form pages 8-9

DRAIN TUBS



Prospects: Homes and apartment buildings.

Description: "One Minute" Drain Tubs are strong, rigid, substantial—yet light and easy to handle. Made of heavy gauge galvanized iron that is said to resist rust and corrosion. Finished in electrically hi-baked glossy enamel, pearl white finish. Equipped with no-drip, self-return draining hose, which eliminates tub lifting, bailing, etc. Heavy, braced metal stand, with massive, deep formed legs. Free wheeling casters make the unit easy to move from one location to another while fully loaded.

Size of tub: 20½" x 20½" x 11" deep; height with casters, 32"; 15 gallon capacity. Single (shown above) or double units available. Easily assembled—only 13 bolts required.

Package and Shipping Weight: 1 pair singles or 1 set doubles packed in one carton; wt. 30 lbs. per carton.

One Minute Washer Co.

Kellogg, Ia.

Specify HT 379 when contacting maker or using Reader Service Form pages 8-9

VACUUM CLEANER



Prospects: Offices, hotels, banks, stores, restaurants, theaters, churches, libraries, institutions, museums, schools, etc.

Sales Features: All fan and motor hum has been completely eliminated in this new No. 110 "Silent" Commercial Type Cleaner for heavy-duty, all-purpose cleaning, so that it can be used any time—during working hours—without distracting occupants in the room. Plenty of cleaning power is furnished by a full 1 H.P. motor directly connected to a series of three fans. The exhaust air is thoroughly filtered and all dirt and dust trapped in a large 7½ gallon tank. The complete unit weighs only 60 lbs., so that it is easily portable on four large rubber casters. Equipped with standard attachments.

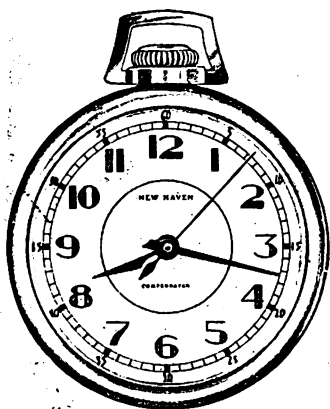
Ideal Commutator Dresser Co.

5089 Park Ave.

Sycamore, Ill.

Specify HT 380 when contacting maker or using Reader Service Form pages 8-9

WATCH



Prospects: Sportsmen, photographers, industrialists, etc.

Description: This low-priced Sweep Second Pocket Watch is a dependable timepiece with a temperature-compensated movement as well as a valuable instrument for time photographic exposures, manufacturing processes, sports, etc.

It has a chrome plated, dustproof case, white metal dial, black hour hands, red sweep second hand, black and gold-color numerals, and unbreakable crystal.

Suggested Retail Price: \$1.95.

Suppliers: Wholesalers.

The New Haven Clock Co.

New Haven, Conn.

Specify HT 381 when contacting maker or using Reader Service Form pages 8-9



WASHERS—Streamlined design and larger tubs for larger loads are two features of the new 1941 Westinghouse washer line. The "Emperor" and one other washer, the "Master," have been improved by use of the "turtle-neck" tub design. A complete merchandising program on laundry equipment has been outlined.

Westinghouse Elec. & Mfg. Co.

Laundry Equipment Dept.

East Pittsburgh, Pa.

Specify HT 382 when contacting maker or using Reader Service Form pages 8-9

BAIT—As an addition to makers' 1941 line, a smaller model of the "South Bend Teas-Oreno" has been designed especially for light tackle addicts. Its weight is 2/5 ounce and it is designed to use with the lightest action rods.

South Bend Bait Co.

South Bend, Ind.

Specify HT 383 when contacting maker or using Reader Service Form pages 8-9

RADIOS—Two new radio receivers, a console and table model, are the advance guard of the G-E radio line for the coming year. An outstanding feature of the new console, Model J-805, is the incorporation of dual beamscopes, designed for a specific purpose, one for better reception of short-wave programs and the other for standard broadcasts.

General Electric Co.

Radio and Television Dept.

Bridgeport, Conn.

Specify HT 384 when contacting maker or using Reader Service Form pages 8-9

PAINT—A new white, waterproof and fireproof paint has just been put on the market under the name of "Porce-Tite." When mixed to a mortar consistency, "Porce-Tite" can be used for filling cracks or holes in all types of masonry. An attractive folder is available.

Bedard & Morency Mill Co.

101 North Lombard Ave.

Oak Park, Ill.

Specify HT 385 when contacting maker or using Reader Service Form pages 8-9

DRAIN PLUNGER—This new "Super-Force" drain plunger embodies a change in shape as well as an addition of four inches to bell, giving it additional pressure to force out or pull up all obstacles. Made to sell at \$2.95, and has ten times the power of the old style plungers.

Air Force Plunger Co.

613 N. Wells St., Chicago, Ill.

Specify HT 386 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC RANGE—Here is a new small apartment range, which has five-heat surface units and automatic oven control, with signal light, listed under the name of the "Arrow," Model 1647. Claimed by its makers as "the nation's fastest range."

Landers, Frary & Clark

New Britain, Conn.

Specify HT 387 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC MIXER—"Model DM8" is the designation of G-E's new triple-whip mixer, which is built on sturdy, simple lines, with the exclusive three-beater construction and a new swinging three-way hinge, making it possible to turn the mixer into an inverted position without removal from its base.

General Electric Co.

Appliance and Merchandise Dept.

Bridgeport, Conn.

Specify HT 388 when contacting maker or using Reader Service Form pages 8-9

VACUUM CLEANERS—Your women customers who desire color in the home should be pleased with the new "Premier," Model 41, floor cleaner and the new hand cleaner. The durable crinkle-lacquer finish of both is in a novel shade of green, as are the harmonizing saaten dust bags.

Electric Vacuum Cleaner Co., Inc.

Premier Division

Cleveland, Ohio

Specify HT 389 when contacting maker or using Reader Service Form pages 8-9

WASHERS—"ABC's" new giant capacity washers will be featured in a big newspaper advertising campaign. Dealer helps include window displays, direct mail and consumer literature.

Altorf Bros. Co.

Peoria, Ill.

Specify HT 390 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 14)

New * GUARANTEED SALES

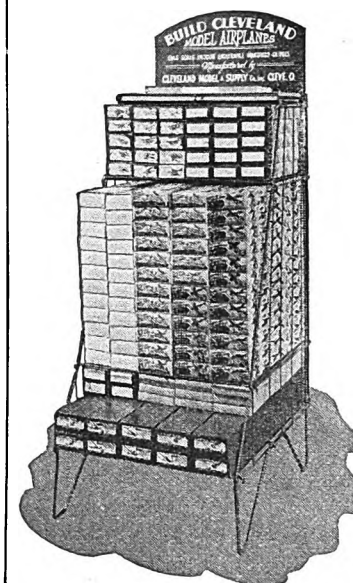
"CLEVELAND" MODEL AIRPLANE KITS

A REAL FALL MODEL SALES PROMOTION

BIG SPECIAL DEAL OF 116 FAST SELLERS Retailing from 25c to \$1.00

(91 Listing at 25c to 50c)

COMPLETE DEAL of Attractive Display Stand, Assortment No. GS and Literature



ASSORTMENT No. GS

* Place your order today on regular terms. All Models not sold may be exchanged after 90 days. Fill in orders at standard discounts.

COSTS ONLY 28.50 SELLS FOR 47.35 YOUR PROFIT 18.85

CLEVELAND MODEL SUPPLY CO., INC.

America's FIRST LINE of Models

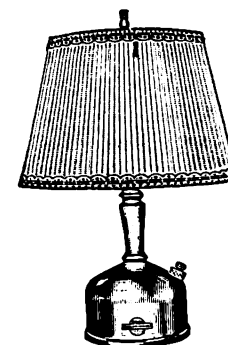
4508D109 LORAIN AVE.

★ ★ ★

CLEVELAND, OHIO

Specify HT 391 when contacting maker or using Reader Service Form pages 8-9

MANTEL LAMP



Prospects: Homes.

Description: This new Kerosene Pressure Mantle Lamp, Model No. 129A, alcohol generating, has two mantles, producing high candle power air pressure light. A mica globe protects the mantles. It has a pleated "Parch-O-Tex" shade with attractive braid at top and bottom, 13" in diameter, 8½" high. Equipped with a T44K generator, with gas tip cleaning needle, operated by a rotary lever built in the rotary burner. Fuel fount is finished in attractive ivory with gold trim; capacity, two pints—enough for 10 to 12 hours of service. Separate pump. Overall height of lamp, 19".

Package and Shipping Weight: One lamp, complete, packed in carton; wt. 7½ lbs.

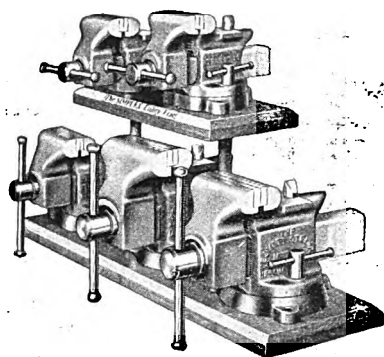
Suggested Retail Price: \$4.95.

The Coleman Lamp & Stove Co.

Wichita, Kans.

Specify HT 392 when contacting maker or using Reader Service Form pages 8-9

UTILITY VISE DISPLAY STAND



Dealer Help: This new display stand is furnished free with an order for one or more of each of the five sizes of "Simplex" Utility Vises. The stand is made of clear oak, varnished, and the two posts are finished in aluminum.

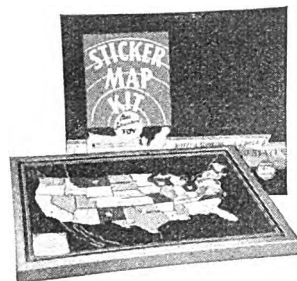
Desmond Stephan Mfg. Co.

137 Walnut St.

Urbana, Ohio

Specify HT 393 when contacting maker or using Reader Service Form pages 8-9

TOY MAP KIT



Description: The "Sticker Map Kit" No. 560 contains everything needed to make a striking map of the United States. Construction of map affords many hours of fascinating play, and when completed, it is a decorative as well as useful source of information.

Package and Shipping Weight: 2 doz. in carton; wt. 30½ lbs.

Suggested Retail Price: 50c.

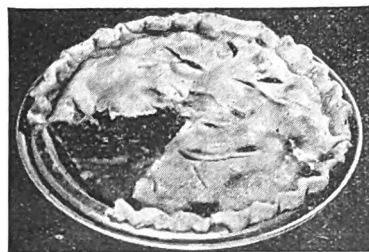
Suppliers: Wholesalers.

Kits, Inc.

Miamisburg, Ohio

Specify HT 394 when contacting maker or using Reader Service Form pages 8-9

PIE PLATE



Description: This new "Juice-Catcher" Pie Plate has a deep outer rim that catches and holds all the excess juices, preventing them from running over and from running back under the crust. The inner rim is as wide as an ordinary pie plate, so that it is easy for the housewife to crimp the edges, either with a crimper or by hand.

Introductory Retail Price: 49c; 55c in extreme South and West.

Aluminum Goods Mfg. Co.

Manitowoc, Wis.

Specify HT 395 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

AUTOMOBILE HEATERS—A complete new line of automobile heaters, featuring greater heating capacity and efficiency is announced. Included in the line is an "under-seat" unit, and a new "Super defroster."

B. F. Goodrich Co.

Automotive Accessories Division

Akron, Ohio

Specify HT 396 when contacting maker or using Reader Service Form pages 8-9

IRONS—Leading the line of G-E's new irons, both automatic and non-automatic, is the "Lite-Weight Moderne" which numbers among its features a ruby safety light in the molded handle. Operating on the same principle as the familiar highway signal, when the safety light goes out, the time to iron has arrived.

General Electric Co.

Appliance and Merchandise Dept.

Bridgeport, Conn.

Specify HT 397 when contacting maker or using Reader Service Form pages 8-9

RADIOS—The 1941 Twentieth Anniversary Crosley "Glamor-Tone" radios include many new features, among which are jewel-case protector, "Heliscope" loop aerial, and automatic volume control. This new line also contains frequency modulation receivers for use where this new type of broadcasting is available. Prices range from \$7.95 in the table models and graduate up to \$149.95 for the deluxe "Recorder" radio-phonograph combination.

The Crosley Corp.

Cincinnati, Ohio

Specify HT 398 when contacting maker or using Reader Service Form pages 8-9

FLUORESCENT LAMP—Selling for \$1.15, a new 6-watt Mazda fluorescent lamp only 9" long, fills a need for a small, low wattage, economical lamp, where space is limited and high lumen output is not required.

Westinghouse Elec. & Mfg. Co.

Lamp Division

Bloomfield, N. J.

Specify HT 399 when contacting maker or using Reader Service Form pages 8-9

WATER HEATERS—Nine different models comprise the complete line of "Evanoil" oil-burning water heaters, designed to meet all hot water requirements anywhere, independent of gas mains or electricity.

Evans Products Co.

12600 Greenfield Road

Detroit, Mich.

Specify HT 400 when contacting maker or using Reader Service Form pages 8-9

HAMMER—Announcement is made of a new moderately priced hammer called the "Winner." The head is drop forged from special analysis steel and "Super-Heat-Treated," a special process to make it tough. This hammer is made to retail at \$1.00, slightly higher west of Missouri River.

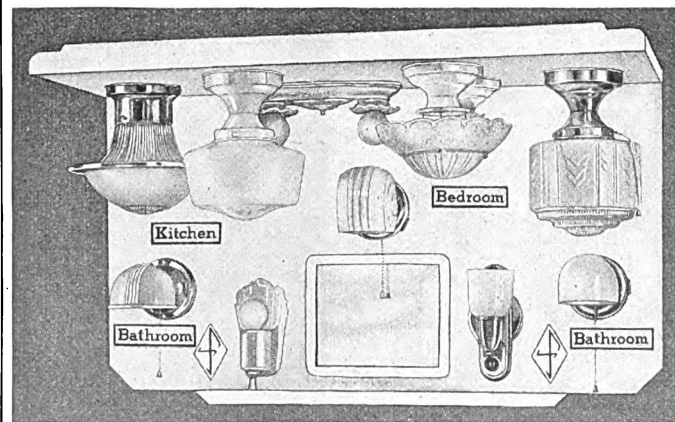
Stanley Tools

New Britain, Conn.

Specify HT 401 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 15)

LIGHTING FIXTURE DISPLAY



Dealer Help: This miniature Electric Fixture "Store" is available to dealers with an attractive assortment of 50 bedroom, bathroom and kitchen lighting fixtures, furnished in chrome, ivory, ivory poly, white enamel, and porcelain. The "Store" is handsomely finished in white with red trim, and comes completely equipped with all fittings.

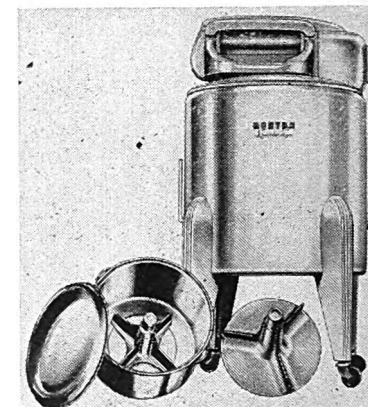
Retail Value of Deal: \$99.34; dealers' cost, \$41.34.

The Frankelite Co., 2623 E. 51st St.

Cleveland, Ohio

Specify HT 402 when contacting maker or using Reader Service Form pages 8-9

WASHING MACHINE UNIT



Prospects: Homes.

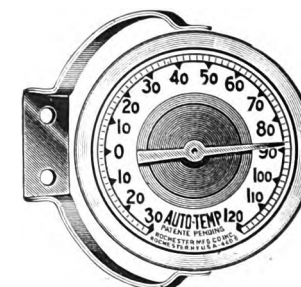
Description: The "Launder-Lux," which has been redesigned and given new modern lines, is a complete home cleaning system—really two washers in one. The machine itself is a big capacity machine that will handle nine pounds of dry clothes. The double-wall tub, due to dead air space between the walls, keeps the wash water hot for greater efficiency. The massive streamlined wringer with the extended tubs is standard equipment. The second washer, the "Kleenette," is a small unit which fits inside of the big machine for light laundering, and may also be used for numerous other home cleaning purposes. Machines are finished in all white.

Horton Mfg. Co.

Fort Wayne, Ind.

Specify HT 403 when contacting maker or using Reader Service Form pages 8-9

THERMOMETER



Prospects: Homes and Automobile Owners.

Description: This new Dial Thermometer has been designed for practicability as well as eye appeal, with its pleasing modern lines. It has a translucent dial which makes the bold, legible figures stand out clearly and distinctly—easily read day or night.

Two models available: No. 640, outdoor window type (shown above); No. 440, auto type with suction cup for attaching to windshield or dash.

Dealer Helps: Window displays and consumer literature; an attractive "Kodapak-top" display box, holding 6 thermometers (3 No. 640 and 3 No. 440) also available.

Suggested Retail Price: 59c each.

Suppliers: Wholesalers.

(Repeated—error in August issue.)

Rochester Mfg. Co., Inc.

25 Rockwood St.

Rochester, N. Y.

Specify HT 404 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

TEA KETTLE—A new "Mirro" aluminum whistling tea kettle has a large, comfortable Bakelite handle, and an attractive whistle on the spout, which slides to either side for easy filling and pouring. It also has a wide, extra heavy welded, perfectly flat bottom, and is designed for efficient use on either gas or electric ranges. Special introductory retail price is \$2.95, slightly higher in extreme South and West.
Aluminum Goods Mfg. Co. Manitowoc, Wis.
 Specify HT 405 when making inquiry.

ELECTRIC MIXER—Full power at every speed and new direct drive are two outstanding features of the new "Universal" food mixer, which requires no costly power unit for attachments. Other features include: air-cooled motor, beverage mixer, revolving platform, and a radio interference eliminator.
Landers, Frary & Clark New Britain, Conn.
 Specify HT 406 when making inquiry.

PLIERS—The "Bernard No. 402" retains all the features of the older "Bernard" pliers, with the addition of longer, tapering jaws, and a 25 per cent greater jaw opening, which greatly adds to the utility value of this type plier. These pliers are now ready for delivery to the trade.
The Wm. Schollhorn Co. New Haven, Conn.
 Specify HT 407 when making inquiry.



KITCHEN SPECIALTIES—To enable retailers to increase sales on their models of cream whips, nut meat choppers, onion choppers, flour sifters, egg beaters, etc., these "Androck" specialties are now being "dressed" to sell as Christmas gifts, without additional cost to the dealer.
The Washburn Co.

Worcester, Mass. **Rockford, Ill.**
 Specify HT 408 when making inquiry.

ELECTRIC PLANTS—Price reductions have been announced simultaneously with the introduction of a number of new models of the "Universal" line of electric plants. A new price list is now available.

Universal Motor Co.
322 Universal Drive Oshkosh, Wis.
 Specify HT 409 when making inquiry.

OIL BURNER ACCESSORIES—An attractive six-page folder with ample space for dealer imprint depicts the new advantages and savings of the "Kindl-Ever" Safety Lighter and other range oil burner accessories.
Raysil Distributing Co. Salem, Mass.
 Specify HT 410 when making inquiry.

CAN OPENER—A full complement of selling helps, including a consumer folder, newspaper advertising mats and suggestions, direct mail announcement, radio spot commercials, and a "Selling Sentence" folder for the retail hardware salesman, are some of the features available to dealers handling the "Smoothcut" can opener.
Regina Corporation Rahway, N. J.
 Specify HT 411 when making inquiry.

ARTIFICIAL COLD—The manufacturers of "Quicold," a chemical preparation used for many cooling purposes, announce through two attractive hand-out folders the various "Quicold" appliances to be sold with this product.
Quicold Chemical Corp.
35 Maiden Lane New York City, N. Y.
 Specify HT 412 when making inquiry.

ELECTRIC APPLIANCES—"A New Way to Sell," a booklet written by A. S. Knapp and especially designed for retail merchants and their salesmen, is available without charge to all hardware dealers.
Knapp-Monarch Co. St. Louis, Mo.
 Specify HT 413 when making inquiry.

ELECTRIC WIRING—A new manual on modern home practices, called the "G-E" Home Wiring Handbook" (51-4014) has just been published and is available on request to anyone who desires practical and complete information on adequate home wiring. This new 24-page manual is completely factual.
General Electric Co. Bridgeport, Conn.
Appliance and Merchandise Dept.
 Specify HT 414 when making inquiry.

OIL HEATERS—Any dealer can instantly and accurately rate the capacity of a "Florence" heater for homes in his locality, under normal conditions, by referring to the zone map and capacity table on the tag of every "Florence" stove.
Florence Stove Co. Gardner, Mass.
 Specify HT 415 when making inquiry.

WASHING MACHINES—An attractive portfolio, with complete material for conducting a "Triple Value" campaign, is available to dealers. The campaign is simple and easy to put on and captures the attention of value-minded prospects.
Dexter Company Fairfield, Iowa
 Specify HT 416 when making inquiry.

CONDENSING UNITS—A new 56-page booklet entitled "Low Cost, Dependable Condensing Units" has just been released. It describes condensing units from 5 to 60 h.p. for both refrigeration and air conditioning installations.
General Electric Co.
Air Conditioning Dept. Bloomfield, N. J.
 Specify HT 417 when making inquiry.

HEATERS—The manufacturers of "Cheerfulator" have ready for distribution two booklets that should be in the hands of every hardware dealer selling home heating. Send for your copy of "Selling Direct to the Home" and "Low Cost Gas Heat."

Adams Bros. Mfg. Co., Inc.
1500 W. North Ave. Pittsburgh, Pa.
 Specify HT 418 when making inquiry.

RADIO TUBES—A kit containing 50 tubes and consisting of 20 types extensively used in current models of most radio receivers is now being sold as a package unit, to provide the dealer and his service department with an assortment of tubes for service work.

Emerson Radio & Phonograph Corp.
111 Eighth Avenue New York City, N. Y.
 Specify HT 419 when making inquiry.

SCREW DRIVERS—A new display unit, consisting of a strong card-board box, in which the drivers fit securely, together with a colorful display card giving selling features and prices, is now furnished with one dozen "No. 270" drivers to retail from 20c to 25c each.

Stanley Tools New Britain, Conn.
 Specify HT 420 when making inquiry.

TEA KETTLES—A complete window display, showing the new display carton of the "Whistling Tea Kettle," is now available to all dealers. Send for broadside showing this display material.
Revere Copper and Brass, Inc.
Rome Mfg. Co. Division Rome, N. Y.
 Specify HT 421 when making inquiry.

HEATERS—A consumer heater folder is furnished free for dealers' use in their own direct mail campaigns or as a store hand-out. This folder illustrates the entire "Florence" line and brings out the fact that a reliable "Florence" dealer will help consumer to buy wisely.
Florence Stove Co. Gardner, Mass.
 Specify HT 422 when making inquiry.

CARTRIDGES—Sales aids for store use by dealers handling the new "Winchester Super Speed Silvertip" big game cartridges include an attractive hanger, lithographed in three colors, 13"x21 1/4"; a window transfer, in similar full color treatment; folders, together with electrotypes and mats for newspaper advertising.
Winchester Repeating Arms Co.
New Haven Connecticut
 Specify HT 423 when making inquiry.



ENGINES—"Model VE4," a four-cylinder air-cooled engine just announced to the trade, is featured in a broadside and folder which will be sent to interested dealers.
Wisconsin Motor Co. Milwaukee, Wis.
 Specify HT 424 when making inquiry.

HEATING SYSTEM—The "Trane" warm water heating system is fully described in "Data Bulletin D355."
The Trane Co. LaCrosse, Wis.
 Specify HT 425 when making inquiry.

CHRISTMAS LIGHTING—A colorful 1940 Christmas lighting equipment catalog is now available. Inspection of the catalog reveals many new colorful items such as "Halo-Lites," cellophane wreaths, candle sets, and metal stars for outdoor use. Copies of the catalog are available upon request.

Royal Electric Co., Inc.
95 Grand Avenue Pawtucket, R. I.
 Specify HT 426 when making inquiry.

TOOLS—A complete line of sturdily constructed tools for use on furnaces is fully described and priced in a consumer folder, with ample space for dealer imprint, now ready for distribution.
Farrell-Cheek Steel Co. Sandusky, Ohio
 Specify HT 427 when making inquiry.

IRONERS—A new portfolio of consumer specification sheets on "ABC" washers and ironers is now made available to "ABC" dealers and retail salesmen to aid them in presenting their sales story of the various models.
Aktorfer Bros. Co. Peoria, Ill.
 Specify HT 428 when making inquiry.

WATERPROOF COATING—A new price list covering "Ranetite" bonding compound, cement waterproofing, damp proofing, and transparent waterproof coating, is now available.
Ranetite Mfg. Co., Inc.

1917 S. Broadway St. Louis, Mo.
 Specify HT 429 when making inquiry.

TOYS—Attractive folders is many colors are now ready for distribution to your customers from the manufacturers of "Flexible Flyer" sleds and skis.
S. L. Allen & Co., Inc.
5th St. and Glenwood Ave. Philadelphia, Pa.
 Specify HT 430 when making inquiry.

TOYS—An attractive 12-page and cover catalog, 1940-41, in various colors, depict a complete line of "Parade" toys.

Fisher-Price Toys, Inc.
East Aurora Erie County, N. Y.
 Specify HT 431 when making inquiry.

HEATERS—A 21"x28" broadside in colors, showing circulator and radiating heaters in the "Sun Flame" line, is now ready for distribution.
American Gas Machine Co., Inc.
Albert Lea Minnesota
 Specify HT 432 when making inquiry.



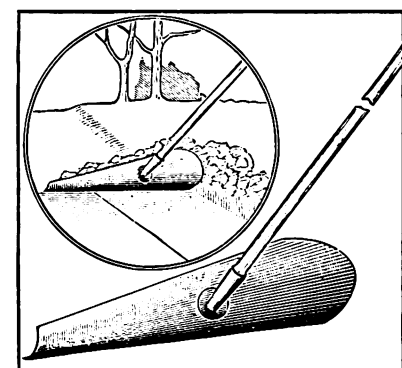
SpeedWay, for 30 years leading manufacturers of industrial electric tools, now brings the hardware trade its first complete line of quality electric tools for the home workshop that: Is Priced to sell in volume in every community... is widely advertised... carries a full profit margin... of which each tool is correctly designed, of correct speed, full capacity and powered by a specially wound high torque SpeedWay tool motor (110 v. universal). Streamlined and finished in 2-tone (blue and lacquered white metal) actually thousands in use.

No. 69 Drill has 1/4" capacity in steel, handle and gear housing die cast, operating speed 1000 R.P.M.
No. 129 Grinder operates at 20,000 R.P.M. (has high speed essential to efficient grinding with small stones) and rolls for 1/4" and 3/32" arbors.
No. 250 Kit consists of No. 69 Drill, No. 129 Grinder and 5 accessories in attractive steel display carrying case.
Router Frame converts Grinder into free router or shaper.
Drill Stand takes either Drill or Grinder.
Bench Grinder complete with motor, 2 wheels, rubber feet, carrying handle, cord and plug.



ROUTER FRAME \$3.95
BENCH GRINDER \$9.95
 Circulars, displays, counter sheets furnished. Write for catalog sheets.
SPEEDWAY MFG. CO.
 1882 South 52nd Avenue, Cicero, Ill.
 Specify HT 433 when making inquiry.

A HOT SELLER



FOR COLD WEATHER AHEAD

The New "Kwik-N-Ezy" Snow Roller has the streamlines and eye appeal that ring the cash register. Steel blade is set at an angle to the handle, when pushed—being curved like a plow—"rolls" the snow off to one side. Blade is 16 gauge steel, 32" long, 7" wide at front and 12" wide at back—finished bright aluminum face and green enamel back. 54" hickory handle. Total weight six pounds each. Packed 6 blades in a carton, handles in bundle.

ORDER NOW
 Wholesalers: Wire or write for complete details.
 Dealers: Ask your jobber. Or for name of nearest jobber, write:

SIMONSEN IRON WORKS
SIoux RAPIDS **IOWA**
 Specify HT 434 when making inquiry.

BE FIRST

with America's
NEWEST and FINEST SNIP

ME-KAN-IK
P. S. & W. CO.

Trade Mark Reg. U.S. Pat. Off

"Made for the
man who
wants the
BEST"



Smooth as velvet is the finish on these Snips . . . but, it's no smoother than the way their special heat-treated Blades "slice" through tough metal! Order yours.

ASK YOUR JOBBER

THE PECK, STOW & WILCOX COMPANY
Southington Since 1785 Connecticut

Specify HT 435 when contacting maker or using Reader Service Form pages 8-9

SELLING SLANTS

for RETAIL HARDWARE SALESMEN . . .

By Jack Hazard

EDUCATION

September is "back to school" month, and in the business world it is the month of preparation for greater activity during the fall and winter months.

Elbert Hubbard once said, "The world is filled with good brains which have missed the opportunity of training."

There is a great difference between "education" and "schooling." All of us have had some schooling and many of us finish school without attaining any real education. Hours spent in a schoolroom will not alone do the job. Schools supply the opportunity, the material and the teacher who shows the way. But the student himself must do the work. His mind must have the motive to get something out of the teaching, and his eyes, hands and brain must do the work that is to count.

This is also true in the business world. Merely being on the job does not make us efficient—does not educate us in our line. It is the way we apply ourselves to learn more and more about our job that gives us the real business education.

We can benefit from our classroom schooling only if it taught us to think and apply knowledge. It is only the foundation. The real education is up to us as individuals and we must never let a day go by without learning something more about our jobs.

This is especially true in retail hardware selling—more so than in any other line of business.

SELF-CONFIDENCE

If there is one quality that is lacking in most people, it is self-confidence. Many put on a veneer of bravado—and puff themselves up with conceit; but the quiet, powerful sense of confidence that says little but knows and shows that it knows is really rare.

Conceit and attempts to convince other people of our self-confidence by mere talking are signs of weakness of character.

Self-confident people are those who are perfectly frank with themselves, not afraid to admit their failures, and ready at all times to measure whatever ability they have, regardless of the showing. What you know you can do makes you reliant; uncertainty causes fear. Insincerity under strain causes fear and confidence falls down. Bluffing sometimes succeeds but its failures overbalance its successes. The fear that causes lack of self-confidence can grow out of lack of knowledge or experience and also out of the condition of the body. Self-reliance and confidence accompany health. Surely a person with an upset stomach, brain fogged from loss of sleep, or a system upset from improper use of food and beverages will fall down at critical moments.

Hardware salesmen need self-confidence. To get it they must know their goods, their business, their own abilities—and they must keep their body in the best of health. Add experience to these things and the confidence that wins will be theirs.

If there be a faith that can move mountains, it is a faith in one's own power.

To succeed we must have complete confidence. We must believe absolutely in our own ability.

Printed in U.S.A.

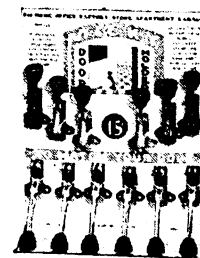
It's Easy to Sell GRAND DOOR HOLDERS

to every school, hospital, theater,
and building in your community!

Made in sizes to fit all doors, in a wide choice of styles and finishes. Priced from 15c to \$2. New Adjustable Steel-Reinforced Shoe—exclusive with GRAND. Will not mushroom, work loose, or mar the floor. Holds securely at any position, on any floor surface. Send today for #320 Deal—1 doz. Micky Door Holders (15c sellers), ½ doz. DeLux Door Holders (50c ea.), and free all-metal counter display with one mounted sample of each door holder. Retail sale value \$8.45—to you only \$3.20.



Left—No. 850 All-Metal GRAND Counter Display. Shows and actually demonstrates six of the most popular GRAND DOOR HOLDERS. A silent, counter-salesman that really sells.



Right—No. X2M Micky Door Holder Display Card. Shows 12 of the popular, inexpensive MICKY Door Holders. Quick, over-the-counter sellers, fast turnover, small inventory.

Sold thru leading jobbers everywhere!

GRAND SPECIALTIES CO.
3102 W. Grand Ave. Chicago, Ill.
Manufacturers Since 1921

Specify HT 436 when contacting maker or using Reader Service Form pages 8-9

GENUINE EXTRA-HEAVY FLEX-O-GLASS

IS THE FASTEST SELLING GLASS SUBSTITUTE

Because It—

- Lets through more Ultra-Violet Rays than other Materials, as Proven by Govt. Station Tests.
- Is Guaranteed 2 Years by the Manufacturer.
- Is Waterproof, Unbreakable, easily put on.
- Most Widely Advertised.
- Gives More Lasting Satisfaction.
- Retails for Low Price of Only 25c a sq. yd.

This Handy Dispenser and Display

FREE
With Each Roll



48% YOUR PROFIT MARGIN

Your Cost of 100 Yds. Genuine FLEX-O-GLASS is \$16.90

It sells for 25c. sq. yd. (50 yds., 36" wide cost you \$8.45) **YOUR PROFIT—\$810**

Order a 50 or 100 Roll from your Jobber today and get the FREE Dispenser right with it to tie you in with our Big Radio and Farm Paper Advertising.

FLEX-O-GLASS MFG. CO. 1104-6-8 No. Cicero Ave. CHICAGO, ILL.

Specify HT 437 when contacting maker or using Reader Service Form pages 8-9

HARDWARE Today

THE NATIONAL MERCHANDISING INFORMATION SERVICE

HALF A MILLION GADGETS

LEAVES FROM THE DIARY OF A HARDWARE MAN

"In fifteen years of retail hardware practice in typical communities, I have seen my fellow Americans learn how to live more comfortably.

I said retail hardware practice. In my specialized field of home creation, operation, maintenance, and improvement I serve, like every hardware merchant, as both doctor and dispenser.

A hardware store in a community of, say, 30,000 carries about half a million gadgets, tools, and appliances for home operators and for the fixers-of-things. With them, we hardware men help our customers achieve the little triumphs—the odd jobs around a house—that put comfort into living.

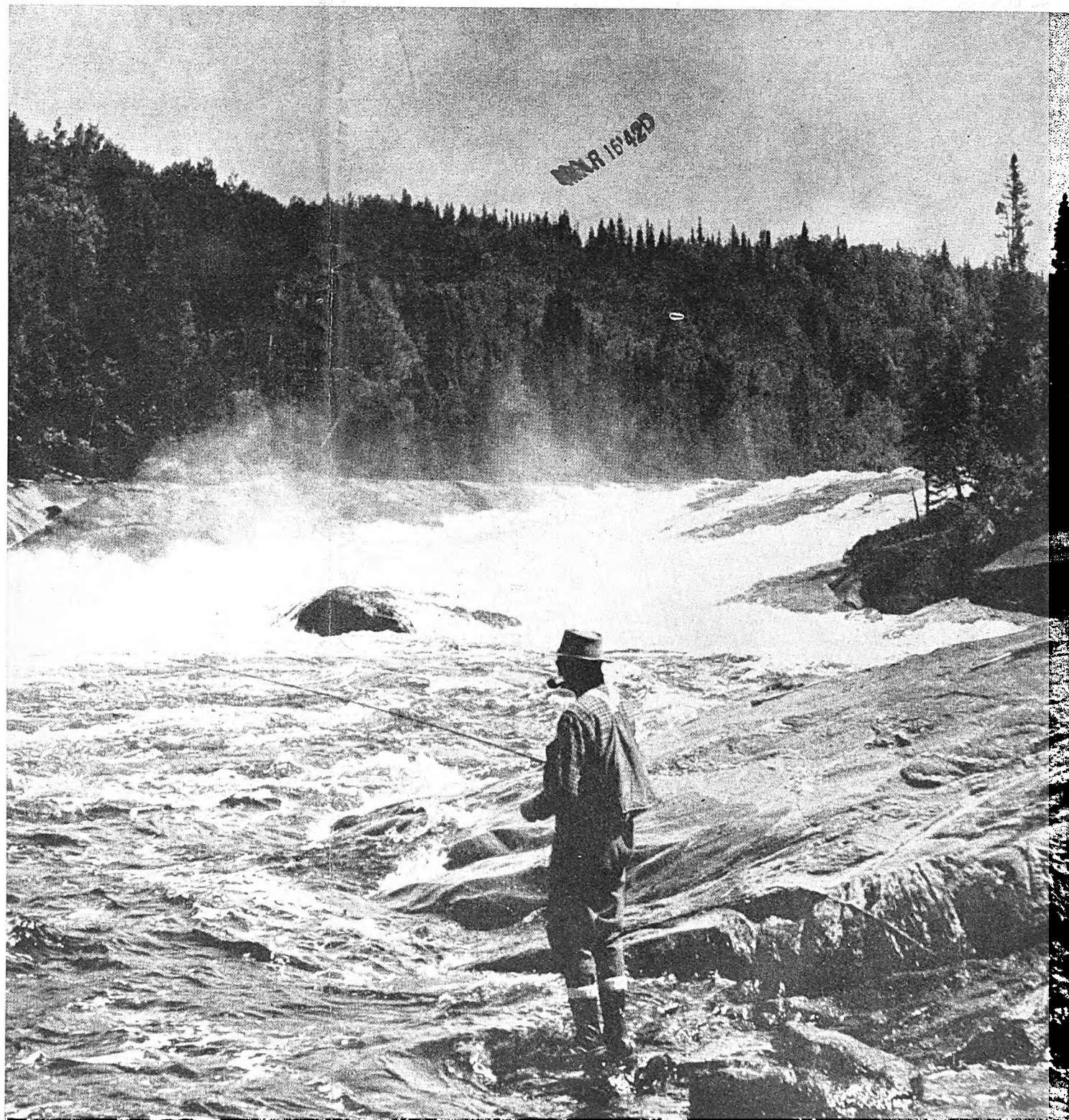
If more of our customers would tell us more about what they're doing, we could help them more intelligently. I've just been reading a stack of my prescriptions—carbon copies of my store's sales slips. They lie before me now, case histories of American householders . . ." writes Louis Lenore, in the October issue of American Magazine.

Thirty years ago a hardware store was as masculine as an old-time barbershop. Today I figure that women buy 80 per cent of the merchandise we hardware men sell.

Thanks to them, we're more alert and more considerate. Our stores are brighter. And our merchandise, of course, is vastly different. . . .

Every day we hear of new things, mainly from women who say, "I saw it advertised."

(Continued on Page 10)



OCTOBER
1940
1 No. 10

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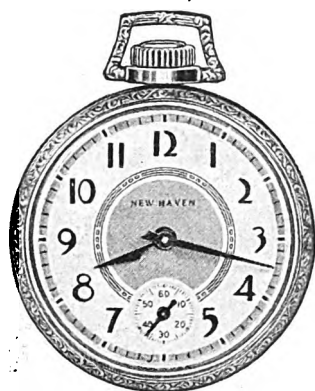
Selected from "New Haven's" Many Big Watch Values Ready Now at Your Jobber's

'BROWNIE GOLD'

Small Model Wrist Watch



An 8/0 size design with "BEK" YELLOW GOLD plated case with stainless steel back, curved to fit the wrist. Silvered dial with unbreakable crystal. Pigskin strap with gold plated buckle. Retail price of this beautiful watch only \$3.95!



MODEL "B" GILT Pocket Watch

This handsome watch has an engraved gold-color case that gives it instant appeal to all ages. The back is offered either with linear or locomotive design. It has an attractive two-tone, gold-color dial and a sunk second dial, protected by an unbreakable crystal. Retail price, \$1.50.

THE NEW HAVEN CLOCK CO., New Haven, Conn.

NEW HAVEN Timepieces

Specify HT 438 when contacting maker or using Reader Service Form, pages 8-9

TOY SCISSORS DISPLAY



Dealer Helps: This three-color window or counter card, No. G-2307, for displaying the "Snippie" Toy Electric Scissors is being offered to dealers without charge. It has plenty of appeal for both children and adults, and features "safety." It carries the "Parents' Magazine" Seal of Commendation. Envelope enclosures, No. G-2308, size 6 1/2 x 5 1/2, folding to 3 1/4 x 5 1/2, are also available. This mailing piece has been specially designed to appeal to the consumer, and is a timely piece of promotion. Dealer's requirements will be filled upon request—state quantity.

General Transformer Corp.

1250 Van Buren St.

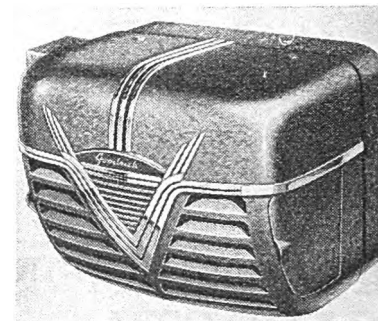
Chicago, Ill.

Specify HT 439 when contacting maker or using Reader Service Form pages 8-9

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AUTOMOBILE HEATER



Prospects: Automobile owners.

Sales Features: A complete new line of automobile heaters, featuring greater heating capacity and increased efficiency, is announced. One of the principal models, No. 401 shown above, provides 40% greater heating efficiency than any previous heater brought out by manufacturers. The unit delivers 225 cubic feet of heated air a minute, of which 35 cubic feet can be directed to the windshield defroster.

Suppliers: Wholesalers.

The B. F. Goodrich Co.

Akron, Ohio

Specify HT 440 when contacting maker or using Reader Service Form pages 8-9

WINDOW SCAFFOLD



Prospects: Painters, glaziers, contractors, repair and maintenance men, window washers, etc.

Description: The "Save-ty" Window Scaffold clamps onto the inside sill and is braced against the outside wall, making a very substantial working scaffold. The sturdy angle-iron frame is rigidly cross-braced, and the manufacturer claims that it is capable of supporting 500 pounds with safety, providing ample space for a man to work with freedom. The scaffold is adjustable so that it will fit any sill, and has a 36" high back guard rail and side supports. The entire scaffold folds compactly for carrying and weighs only 22 1/2 pounds. It may also be converted into a sling for suspension from roof.

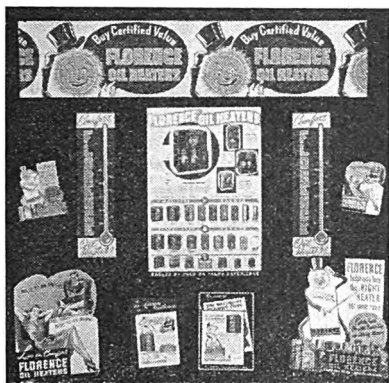
Green Duck Co.

1745 W. North Ave.

Chicago, Ill.

Specify HT 441 when contacting maker or using Reader Service Form pages 8-9

HEATER DISPLAYS

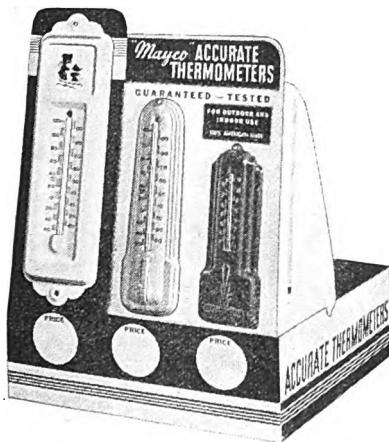


Dealer Helps: A complete new display set-up for Florence Oil Heaters is designed to tie the dealer's store into the big national advertising campaign now being conducted. There are two large cutouts, in striking colors, for display in the store window. These are reproduced in miniature for use down front in the window or on the sales floor. Further tie-in is provided by cards reproducing full-page advertisements as seen in large circulation national magazines.

Colored crepe streamers and panels are supplied for decorating windows and sales floor. Included with this display is a large, colorful wall hanger for the sales floor. All display material is supplied without charge.

Florence Stove Co. **Gardner, Mass.**
Specify HT 442 when contacting maker or using Reader Service Form pages 8-9

THERMOMETER DEAL



Dealer Helps: The "Sampler" Assortment, No. 1266D, consists of three styles of "Mayco" Thermometers, put up in a two-color display carton. Top of box forms an easel for displaying all three styles. Thermometers are designed along attractive, modern lines, and are supplied in assorted finishes. They are "double tested" for accuracy, and guaranteed to register within two degrees, according to manufacturer. The assortment contains: 1 dozen No. 638P "Moderne" thermometers, finished in white enamel, walnut, and birdseye maple; 1/2 dozen No. 648P "Ideal" thermometers, white enamel, walnut, and birdseye maple finish; 1/2 dozen 633P "Jumbo" thermometers, baked enamel finish in white, blue, green, and ivory. Mailing folders available.

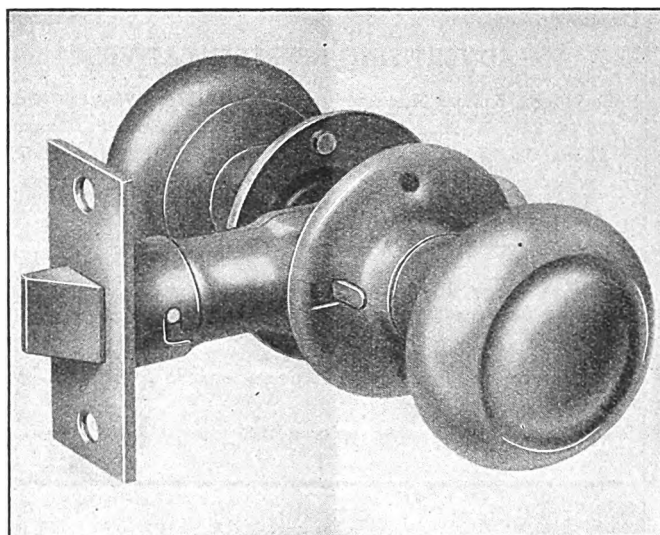
Shipping Weight: 5 lbs.

Total Retail Value: \$3.90; dealer's cost, \$2.60.

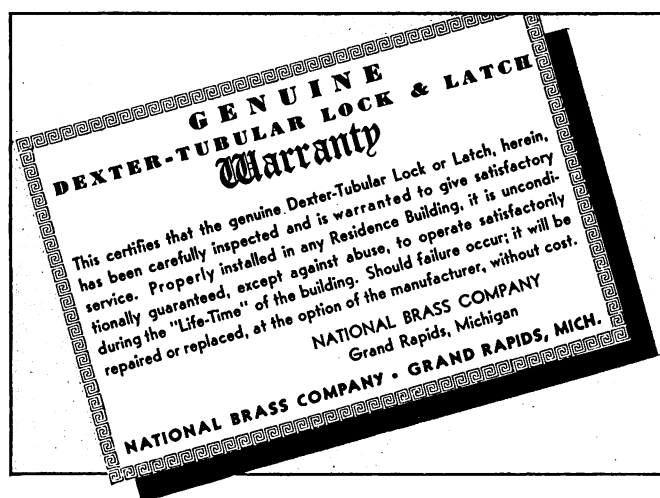
Suppliers: Wholesalers.

Mayer Manufacturing Corp.
Dept. HT-10, 3130 W. 51st St. **Chicago, Ill.**
Specify HT 443 when contacting maker or using Reader Service Form pages 8-9

You're "3 Steps Ahead" with DEXTER-TUBULAR LOCKS & LATCHES



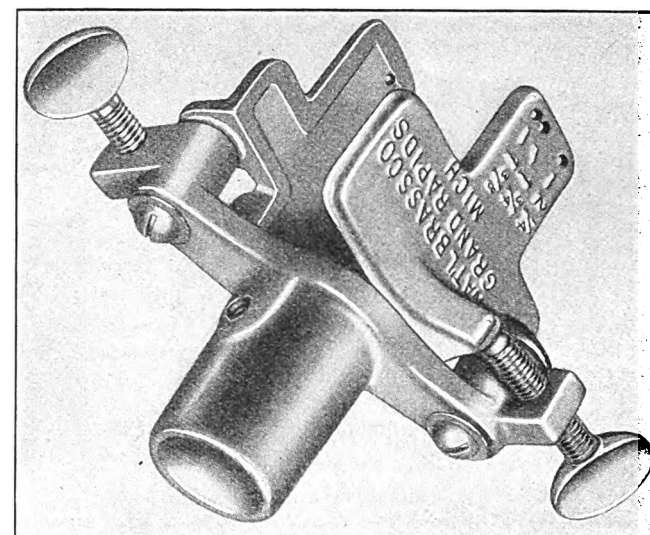
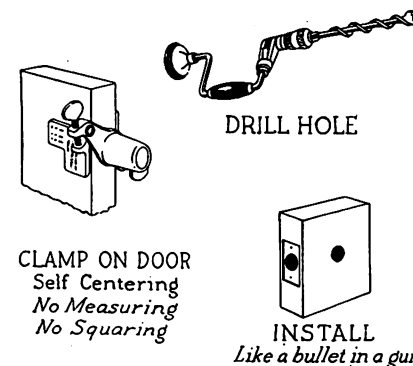
WINS ON LOOKS ALONE. Dexter "Hi-Style" designs click with customers. And savings thru "Drill-Hole" installation clinch the sale. That's why 3,000 dealers have SOLD MILLIONS of Dexter Tubular Locks.



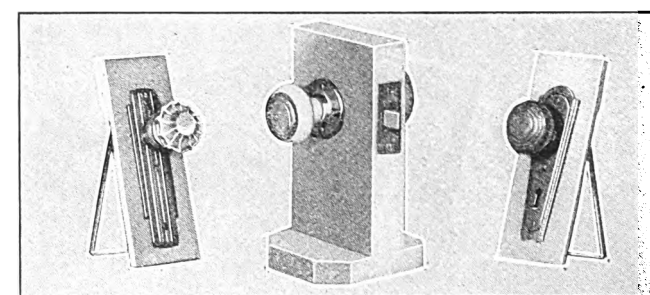
FACTORY GUARANTEED FOR LIFE-TIME. You give your customer a bond to satisfaction. Warranty Certificate packed with every box. Beyond all question, Dexter-Tubular is "tops" in quality—and "tops" in sales performance.

National Brass Company, Mfrs.
GRAND RAPIDS, MICHIGAN
Certified Builders Hardware
Cabinet Hardware
Screen Door Hardware

Specify HT 444 when contacting maker or using Reader Service Form pages 8-9



"DRILL-HOLE" INSTALLATION using the Dexter Bit Guide is doubly fast—and makes selling doubly easy. You LOAN the Bit Guide to your customers, let them use it. This Labor-Saving Device wins contractors, builders, and volume users.



"SALES HELPS" ARE GIVEN FREE. YOU'RE A-STEP-AHEAD FROM THE START WITH DEXTER-TUBULAR. LEARN HOW THIS LINE WILL WORK FOR YOU. HOW TO CAPTURE PROFITABLE RESIDENCE HARDWARE BUSINESS. SEND FOR COMPLETE INFORMATION. WRITE—NO OBLIGATION.

FREE FACTS & FEATURES

Tells "What to Say in Selling." How to Demonstrate. Value to YOU of dealing direct with Factory. Eight illustrated pages of sound selling suggestions. Send for your copy—No Obligation.



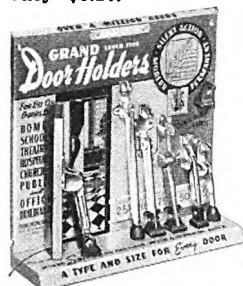
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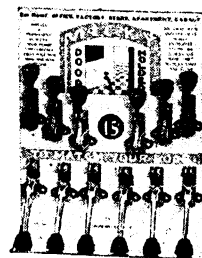
It's Easy to Sell GRAND DOOR HOLDERS

to every school, hospital, theater,
and building in your community!

Made in sizes to fit all doors, in a wide choice of styles and finishes. Priced from 15c to \$2. New Adjustable Steel-Reinforced Shoe—exclusive with GRAND. Will not mushroom, work loose, or mar the floor. Holds securely at any position, on any floor surface. Send today for #320 Deal—1 doz. Micky Door Holders (15c sellers), ½ doz. DeLux Door Holders (50c ea.), and free all-metal counter display with one mounted sample of each door holder. Retail sale value \$6.45—to you only \$3.20.



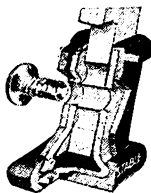
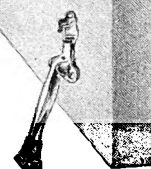
Left—No. 650 All-Metal GRAND Counter Display. Shows and actually demonstrates six of the most popular GRAND DOOR HOLDERS. A silent, counter-salesman that really sells.



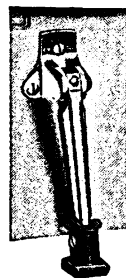
Right—No. X2M Micky Door Holder Display Card. Shows 12 of the popular, inexpensive MICKY Door Holders. Quick, over-the-counter sellers, fast turnover, small inventory.

Sold thru leading jobbers everywhere!

GRAND SPECIALTIES CO.
3102 W. Grand Ave. Chicago, Ill.
Manufacturers Since 1921



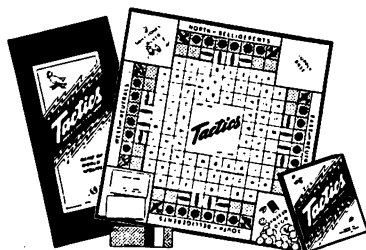
Adjustable Lever Length



DeLux Door Holder

Specify HT 445 when contacting maker or using Reader Service Form pages 8-9

GAME



Prospects: Everybody.

Description: "Tactics" is not a war game, but a timely game of world strategy, with miniature battleships, transports, airplanes, diplomatic protest cards, etc. It is simple enough for children, yet it can be played with enough skill to intrigue adults. Players assume the role of nations—Neutral or Belligerent—and must solve their own problems in settling all "world affairs." Directions are clear and explicit, and every possible question relative to play is fully explained. Heavy playing board is 18" square, and folds to 9" x 18". An attractive box, covered with platinum colored paper, printed in red and black, holds the entire game; permanent receptacles for the playing pieces are provided.

Package and Shipping Weight: 12 games, wt. 31 lbs.

Suggested Retail Price: \$2.00 complete.

Suppliers: Wholesalers.

Northwestern Products

2714 LaSalle St.

St. Louis, Mo.

Specify HT 446 when contacting maker or using Reader Service Form pages 8-9

HARDWARE Today

HARDWARE . . . TOOLS . . . HOME APPLIANCES . . . HOUSEWARES . . .
RADIOS . . . STOVES . . . HEATERS . . . FARM IMPLEMENTS . . . GARDEN
TOOLS . . . SEED . . . JANITOR SUPPLIES . . . SPORTING GOODS . . . TOYS
. . . WHEEL GOODS . . . GAMES . . . GADGETS . . . GIFTS AND NOVELTIES.

Published by
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ADVERTISING REPRESENTATIVES

Robert Mertz, Eastern Manager E. C. Sullivan, Western Manager
225 W. 34th St., N. Y. City 415 N. LaSalle St., Chicago
Phone: Chickering 4-1252 Phone: Superior 6365

OCTOBER, 1940

Distribution This Issue—Over 30,000 Copies

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of all hardware wholesalers. This list has been selected on the basis of financial and credit ratings and demonstrated capacity for selling hardware and allied lines, and from direct requests from qualified outlets and individuals.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

NATIONAL HARDWARE OPEN HOUSE

BY REQUEST National Hardware Open House will be expanded into two ten-day selling events in 1941.

The first event for Spring is scheduled for May 1st through the 10th; the second, or Fall NHOH, will be held from October 2nd through the 11th.

Each event will begin on Thursday and will include two Saturday sales days.

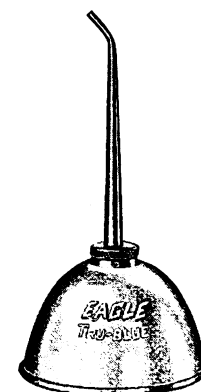
The promoters predict that Spring Open House will be the biggest nation-wide promotion ever staged by the hardware industry.

More than 10,000 retailers are expected to participate in the event and it will be supported by many wholesalers and manufacturers.

A kit of Spring Open House advertising material is the key-stone of the dealer's promotion. This kit includes all necessary material with which to identify his store with NHOH. This kit is to be marketed through state associations and hardware jobbers.

John R. Hazard

OILER



Prospects: Machine shops, garages, service stations, homes, farms, mills, mines, factories, and foundries.

Sales Features: The new "Tru-Blue" Oilers have carbon Steel bottoms seamed to one-piece drawn heavy steel bodies. No solder or brazing compound inside or out. Extra sturdy construction guarantees a longer effective service life. A heavy pigmented lacquer gives an attractive, smooth, durable blued finish, assures a comfortable, easier grip, and helps to prevent corrosion and rust. Bent spouts furnished on 6", 9" and 15" lengths unless otherwise specified.

Package and Shipping Weight: 6 in a carton.

Eagle Manufacturing Co.

Dept. HT

Wellsburg, W. Va.

Specify HT 447 when contacting maker or using Reader Service Form pages 8-9

PRUNING SHEAR DEAL



Dealer Helps: A new "Popular-Price" Pruning Shear Deal, No. 100, is announced. The deal consists of a merchandising box-display, with a selection of popular hand pruners in medium-price range. The box, lithographed in five, attractive colors, is set up in a few seconds, and holds three of the pruning shears in full view of prospective customers. An extra storage space at the back is provided for surplus stock.

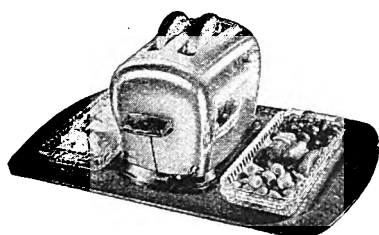
As an added feature, a "Multi-Power" Hedge Shear will be given free of charge to dealers who buy this deal in conjunction with "Snap-Cut" Deal, No. 99A, and send in the special application forms contained in these deals.

Seymour Smith & Son, Inc.

Oakville, Conn.

Specify HT 448 when contacting maker or using Reader Service Form pages 8-9

TOASTER AND TRAY SET



Prospects: Housewives.

Description: This Toaster and Tray Set, No. 222-T, consists of the new "Toastswell" two-slice automatic toaster, walnut tray and two relish dishes.

The "Toastswell" toaster features the combined clock mechanism and the automatic split-second time control, which regulate toasting time with great accuracy. Toast pops out automatically when done, or is kept warm in ovens until served, and can be raised for inspection any time during toasting period. The clock mechanism is silent. The body of toaster, modern in design, is of chromium, and the base and trimmings of bakelite.

Tray is made of satin finish walnut and will not warp or stain, according to makers. The two crystal dishes may be nested, forming an ideal refrigerator dish when not in use.

Dealer Helps: Descriptive literature.

Suggested Retail Price: \$15.45.

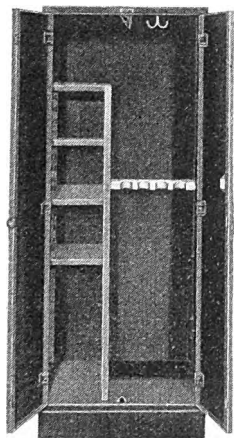
Utility Electric Co.

620 Tower Grove Ave.

St. Louis, Mo.

Specify HT 449 when contacting maker or using Reader Service Form pages 8-9

HUNTER'S CABINET



Prospects: Sportsmen.

Description: Gun Cabinet No. F466 provides storage space for all hunting equipment, including guns, ammunition, clothing, etc. The wood support at back of cabinet is grooved for four guns. A corrugated rubber pad prevents guns from slipping on the bottom of the cabinet. The three shelves are adjustable on 2" centers. It is equipped with a flat key lock which controls a locking bar that engages at three points, and in addition, provision for padlock is built into the stainless steel handle. Size of cabinet: 64" high, 24" wide, and 18" deep. Standard finishes: light green or flat brown.

Dealer Helps: Descriptive literature—prices and dealer's name imprinted without cost.

Package and Shipping Weight: Shipped completely set up, wt. 134 lbs.

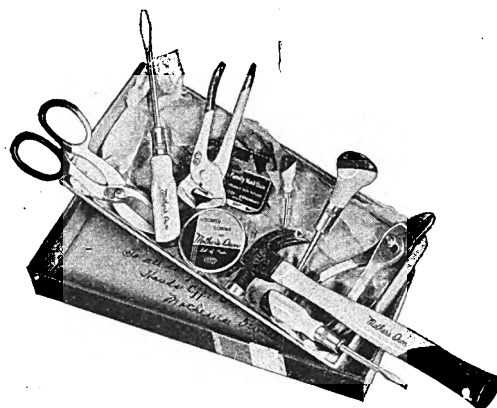
Suggested Retail Price: \$28.50.

Lyon Metal Products, Inc.

Aurora, Ill.

Specify HT 450 when contacting maker or using Reader Service Form pages 8-9

TOOL SET



Description: This new set of tools, "Mother's Own," is a unique year-round gift and utility offering, designed especially for women. The set consists of the following carefully selected tools of correct smaller lady's size: Hammer, slip joint plier, scratch awl, carpenter's pincer, snip, screw drivers, a carton of assorted household nails, and a carton of assorted screws. The tools are attractively finished in blue and ivory enamel, with polished trim, and are tissue-wrapped, and packed in handsome heavy box, finished in two-tone blue and silver, with a little verse printed on inside of cover to personalize the gift.

Dealer Helps: Packed in each box is a special gift identity in the form of a colorful cellophane band that can be quickly applied by dealer, and removed later if necessary for regular stock. The box also contains a counter or window display card, purposely left loose in the package so that it may be discarded by the purchaser or removed by the dealer. A free newspaper mat and a package of 20 two-tone advertising post cards are also included in each shipping carton of four sets of tools.

Shipping Weight: 4 sets, wt. 17 lbs.; 12 sets, 51 lbs.

Suggested Retail Price: \$3.98 per set.

The Peck, Stow & Wilcox Co.

Southington, Conn.

Specify HT 451 when contacting maker or using Reader Service Form pages 8-9



"I THOUGHT YOU HAD TO GET THEM
AT THE BUTCHER SHOP!"

A SUPERB
TOY ITEM
FOR FALL
& XMAS
SALES!

Every child would like a handy box for carrying toys, playtools, doll clothes, books, lunch, etc. The BARR Play Kit not only fulfills that desire, but it includes an

assortment of exceedingly attractive rubber toys (jackstone set, five inch gas ball, Tumballoon with feet, paddle ball, sponge ball, and two return balls). The Play Kit is constructed of substantial corrugated board and is designed and printed to closely duplicate airplane luggage.

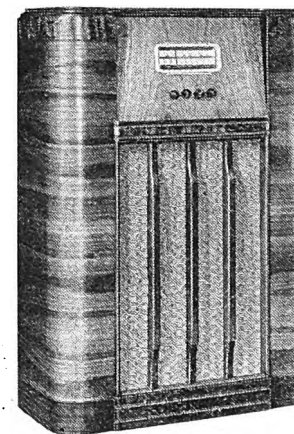
Here is the perfect feature toy for your Toyland. Few dollar sellers combine utility, beauty and value so effectively.

Write Dept. C-10 today for complete information.

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U. S. A.
WORLD'S LARGEST MANUFACTURER OF RUBBER TOYS

Specify HT 452 when contacting maker or using Reader Service Form pages 8-9

BATTERY RADIO



Prospects: Farmers and residents of rural districts, etc.

Description: The new 1941 "Motorola" Console Farm Radio, Model 52BK, embodies such features as: 5 tubes with 7-tube performance; 3-gang tuning condenser with a tuned R.F. stage; 2 bands covering a tuning range of 540-1720 k.c. and 5650-18,000 k.c.; permanent magnet dynamic speaker; low battery drain—only 8½ milliamperes on low position; battery-saver switch and circuit for longest battery life; standard 1½ volt battery pack, which fits inside the cabinet—easily convertible for AC power line operation; attractive walnut veneer cabinet, 38" high, 25½" wide, 10-¾" deep.

Galvin Manufacturing Corp.

4545 Augusta Blvd.

Chicago, Ill.

Specify HT 453 when contacting maker or using Reader Service Form pages 8-9

VITAMIN B₁ Plant Growth Stimulant



Nationally
Advertised in
Better Homes
and Gardens,
American
Home, McCall's
and other
Leading
Magazines

Mackwin
**VITAMIN
B₁**

800 gallons solution bottle
with easy-to-use eye-
dropper cap. Retail at **\$1**

120 gallons solution bottle
with easy-to-use
eyedropper cap.
Retail at **35¢**

\$1. SIZE DEAL
TWELVE \$1 BOTTLES
in COUNTER DISPLAY.
COMPLETE DEAL:
COST\$ 7.20
SELLS FOR 12.00
YOUR PROFIT 4.80

35¢ SIZE DEAL
TWENTY-FOUR 35¢
BOTTLES in COUNTER
DISPLAY. COMPLETE
DEAL:
COST\$5.30
SELLS FOR 8.40
YOUR PROFIT 3.10

FREE—Assortment of
prepared newspaper adver-
tisements in mat form,
window streamers, cir-
culars, booklets available at
no cost.

Dealers everywhere are enjoying big sales
and profits on MACKWIN VITAMIN B₁—
THE STABILIZED LIQUID SOLU-
TION.

VITAMIN B₁ for plants, flowers and
for lawns and new planting is receiving
a great deal of publicity in leading maga-
zines and newspapers. Consumer demand
is increasing tremendously.

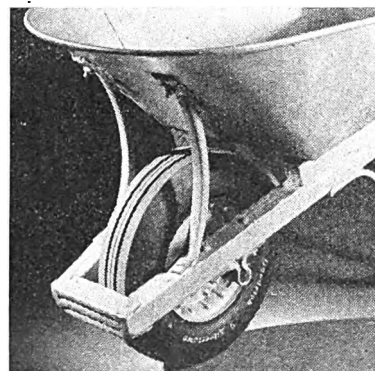
Be sure you stock a product your cus-
tomers can depend upon. They CAN
depend upon the stability of MACKWIN
VITAMIN B₁.

ORDER FROM YOUR JOBBER, or Write

THE MACKWIN CO. Winona, Minnesota

Specify HT 454 when contacting maker or using Reader Service Form pages 8-9

WHEELBARROW TIRE



Prospects: Industrial plants, factories, etc.

Sales Features: A new rubber tire for wheelbarrows and other industrial vehicles, called the "Silvertown Cushion-Type Tire," combines the advantages of both the pneumatic and solid types. The new unit combines lightness, high-cushioning qualities, and low cost—yet it has the sturdy construction and load-carrying capacity of a four-ply pneumatic tire. Because of its body of cushion rubber, the new tire eliminates the hazard of tire failure from punctures or leaky valves. The tire is available in the 16x4.00 and 16x2.00 sizes with carrying capacities of 645 and 240 pounds respectively.

Suppliers: Wholesalers.

The B. F. Goodrich Co.

Akron, Ohio

Specify HT 455 when contacting maker or using Reader Service Form pages 8-9

The TREND OF BUSINESS Today



HIGH LEVEL FOR INCOMES

SALE OF MAJOR APPLIANCES INCREASE

By Gardner Hall

National income for the first seven months of this year has been larger than at any comparable period since 1930.

The Brookmire organization predicts a 7% gain from last year in national income during the Fall months. The Roger Babson organization puts the figure at 5%. While these figures may seem small, it should be remembered that the comparison is against a time last year when national income was making one of the most rapid recoveries on record.

As of September 8 the business index of the New York Times approaches the highest level recorded since 1939 (November) and is almost tied with the peaks of 1927 and 1929.

The nation's department stores, for the four weeks ending August 31, scored a gain of 10% in dollar volume over the same 1939 period, and this high level of retail sales coupled with a relatively low volume of store inventories suggests still further expansion of wholesale buying in consumer goods lines. The index for the month reached the highest level since 1931.

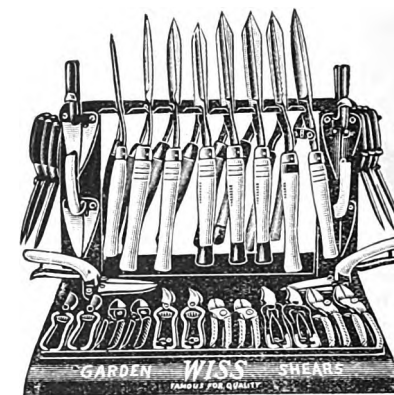
Sales of high-priced consumer products have scored terrific gains this year. Electric refrigerators for the first seven months were up 34%—and for the month of July 51%. Sales of domestic electric ranges were up 11% for the first seven months—and 54% in July.

Last week freight car loadings reached a new high for the year. For the year to date the increase averages about 10%. When business is good, building activity is at a high level. July figures, the most recent obtainable, show a gain of 33% over the same month last year and 23% over June of this year. Volume of residential contracts in July was seven times greater than in 1932, and nearly twice as high as in July, 1937.

Heavy construction activity—the building of new industrial plants—is at such a high figure that the Wall Street Journal, on September 7, stated, "It is working upward toward a level which promises to eclipse, during the next six months to a year, anything heretofore experienced even during the boom period of the late 20s."

This year will be the third or fourth best automobile year in history. The General Motors statement for August shows consumer sales up sensationally over the same month last year, and for the first eight months the increase was 35%. Moreover, a healthy inventory situation on new cars is shown, for sales of G. M. cars to American consumers were 54,000 units higher than the sales to dealers.

GARDEN SHEAR DISPLAY



Dealer Help: This compact merchandiser is a convenient way to display bulky hedge, grass and pruning shears—saves space and keeps stock neat. The hedge shear rack, made of heavy gauge metal, will hold 8 shears, which are easily removable. The metal base has space for over a dozen pruning shears. Holders are provided on the side for 12 pairs of grass shears. The shears can be arranged by price, size and pattern. The entire display attracts attention, and acts as a "silent salesman." Merchandiser is supplied with No. G. T. 41 Assortment, which consists of 8 hedge shears, 12 grass shears and 12 pruning shears.

Shipping Weight: 54 lbs.

Total List Price: \$45.78; total dealer's net price, \$30.97.

Suppliers: Wholesalers.

J. Wiss & Sons Co.

33 Littleton Ave., Newark, N. J.

Specify HT 456 when contacting maker or using Reader Service Form pages 8-9

LATCH



Prospects: Homes.

Sales Features: This improved non-mortise latch for out-swinging screen, storm and combination doors is different in both principle and construction. Installation is simple, as it is only necessary to drill one hole for the spindle and notch the stop for the latch case. The two locking jaws have independent action to insure positive, easy latching, and the locking spring is properly balanced to give an easy and secure locking mechanism. It is unaffected by normal shrinkage or swelling of door. The neat and modern cast lever handles are designed to prevent annoying pinching of fingers or tearing of clothes, and are made of solid brass for durability. Several finishes are available.

The H. B. Ives Company

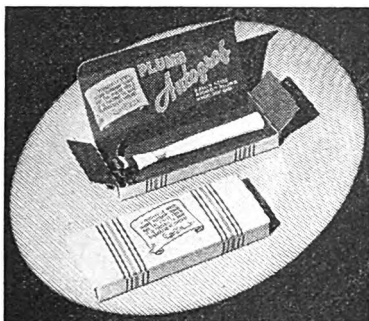
Artizan Street

New Haven, Conn.

Specify HT 457 when contacting maker or using Reader Service Form pages 8-9

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HAMMER UNIT PACKAGE



Dealer Helps: A new package to contain only a single hammer has been developed for the manufacturers of "Autograf" tools. The display package is a colorful, one-piece unit. Outside, the box is printed in red and blue against a cream tapestry overall background. Opened for display, the box shows a dark blue overall effect, with trade name printed in red, and manufacturer's pledge of quality printed in blue on a yellow panel. The autograph pledge appears prominently whether the box is closed or open for display. The design was created by the Hinde & Dauch Paper Co., of Sandusky, O., for use of retailers who handle "Autograf" tools.

Suppliers: Wholesalers.

Fayette R. Plumb, Inc.

Philadelphia, Pa.

Specify HT 458 when contacting maker or using Reader Service Form pages 8-9

FLASHLIGHT BATTERY



Prospects: Watchmen, inspectors of plant machinery, electricians, meter readers, policemen, firemen, garage mechanics, gas station attendants, building maintenance men, home owners, farmers, etc.

Sales Features: The light of a flashlight equipped with the "Ideal" Storage Battery may always be kept bright by simply recharging battery from any convenient electric light socket—thus saving the expense of replacing dry cells. Built on the same principle as the storage battery in an automobile. Although smaller in size, manufacturer claims it is just as dependable, long-lived and economical. All the attention it requires is an occasional recharging and the addition of a few drops of distilled water. Fits all standard flashlight cases, and takes the place of two 1 1/4" size "D" dry cells.

Ideal Commutator Dresser Co.

5089 Park Ave.

Sycamore, Ill.

Specify HT 459 when contacting maker or using Reader Service Form pages 8-9

REPAIR CEMENT



Prospects: Homes, hotels, hospitals, building maintenance concerns, institutions, industrial plants, etc.

Sales Features: "X-Pandotite" is a powdered white cement which is mixed with water to the desired consistency. It is said to be the only cement that actually expands as it sets. By expanding, it forces its way firmly into the pores of tile, wood or other surfaces, and makes a leakproof, vibration-proof bond. It is insoluble in all liquids except heavy acids, and withstands water, heat, alkali, soap or oil solutions. It is recommended for bathroom repairs, filling cracks in tile or plaster, or in floors of marble, terrazzo, concrete or wood. It is also claimed to do a permanent job in anchoring bolts, screws, studs, dowels, spud handles, chair rungs, etc.

Dealer Helps: Counter displays and circulars.

Package and Shipping Weight: 1/2 lb. can, 48 to a case, wt. 33 lbs.; 1 lb. can, 24 to a case, wt. 30 lbs. Also available in 5 and 10 lb. cans; 25 and 50 lb. drums.

Suggested Retail Price: 1/2 lb. can, 25c; 1 lb., 45c.

Suppliers: Wholesalers.

X-Pando Corporation

43-15 Thirty-Sixth St.

Long Island City, N. Y.

Specify HT 460 when contacting maker or using Reader Service Form pages 8-9



"TRY THIS ONE JUST FOR SIZE"

PAINE SPRING WING TOGGLE BOLTS

"CLICK" With EVERY CUSTOMER

CADMIUM PLATED TO RESIST RUST AND CORROSION

EASY TO STOCK EASIER TO SELL

Fig. 123

There are extra sales and profits waiting for you in these fast selling Toggle Bolts that are consistently advertised in the National Trade Publications to over 400,000 Carpenters, Electricians, Factories, Plumbers and Institutions. They are available in 9 different styles in standard diameters and lengths to meet all requirements for anchoring various devices to hollow material. The Spring Wings are easily compressed with the fingers and automatically spread to an anchoring position when slipped through bolt hole. Ask your Jobber TODAY and write for complete catalog.

FREE NEW PAINE TOGGLE BOLT CLAMP

It takes all of the headaches out of Toggle Bolt installation and cuts installation time one-half. It will increase your Toggle Bolt sales and profits. Simply send name of your Jobber and Clamp will be mailed to you FREE.

THE PAINE CO.

2947 CARROLL AVENUE
CHICAGO, ILL.



Specify HT 461 when contacting maker or using Reader Service Form pages 8-9

BICYCLE HORN



Prospects: All bicycle owners.

Sales Features: This new Trigger Horn sounds a rolling warning that reverberates several times farther than the old-fashioned bicycle bell, and can be clearly heard in traffic din. Its attractive design will add to the appearance of any bicycle, and its low cost makes it available to all cyclists.

E. A. Laboratories

696 Myrtle Ave.

Brooklyn, N. Y.

Specify HT 462 when contacting maker or using Reader Service Form pages 8-9

TEST
THIS FAST SELLER
IN YOUR STORE
FREE!



Justrite
PUSH CLIPS
KEEP LAMP WIRES AND
RADIO WIRES OFF THE
FLOOR

10¢

NO DAMAGE TO WOODWORK... A BEAT JOB INSTANTLY

6 cards FREE!
Write for Yours Today

**NATIONALLY
ADVERTISED**
Good
Housekeeping
Saturday
Evening Post
American Home
Better Homes
and Gardens

• Here's an opportunity no dealer can afford to pass up—a chance to test in your own store, **ABSOLUTELY FREE**, this famous, fast-selling 10¢ item. People everywhere demand **Justrite PUSH CLIPS**. They sell on sight—all year 'round—in these four departments of your store: Electrical Appliances, Hardware, Home Furnishings and Lamps. Write us on your store letterhead for your trial cards—one each of 6 popular colors—and see for yourself how they'll sell. This offer is limited—**ACT TODAY!**

JUSTRITE MANUFACTURING CO.
2090 Southport Avenue • Chicago, Illinois

Specify HT 463 when contacting maker or using Reader Service Form pages 8-9

TOOL GIFT PACKAGES



Dealer Helps: Ten popular Stanley tools have been selected by the manufacturers as ideal gifts for those who work with wood. They are packaged in attractive "Birchcraft" boxes, and make good-looking displays for window or counter. The tools offered are: No. 100 Plus 16 oz. nail hammer; set of three "Stanloid" butt chisels 1/2", 3/4", 1"; hand drill, block plane, combination square, set of three socket chisels 1/2", 3/4", 1"; set of four composition handle drivers, direct reading steel rule, "Bailey" bench plane, and electric soldering iron. Available separately or in Assortment No. X1, consisting of one each of the ten tools. Other dealer helps include a window streamer, display card, newspaper mat folder, and consumer circulars. **Suppliers:** Wholesalers.

Stanley Tools New Britain, Conn.
Specify HT 464 when contacting maker or using Reader Service Form pages 8-9

FOR CIRCULARS AND ADVERTISEMENTS

By Robert H. Rand

You're Bound to Please With Gifts Like These

Poetical? Perhaps, but it's a fact we are proud of. When you buy his gifts here—where he usually buys the things he needs for himself, you're bound to make a hit.

A Curtain Raiser

The stage is all set for a new season at . . .

"Sale-ing" Orders to "Fifth Column" Merchandise

A heading used to force out slow-moving merchandise in Spokane.

What Helps Buffalo Business Helps You

A slogan used to keep the home-town dollars at home.

Buzz-Saw Specials

When it comes to cutting prices, a Columbus, Ohio, dealer does it in a big way.

We Run Our Business by Ear

A hardware dealer in Pennsylvania listens and heeds the demands of customers.

Pump Priming Sale

A little private pump priming started buying in a big way in Newark.

It's the American Way to Get Out and Play

A practical heading for introducing sporting goods.

Keep the Kids in Their Own Back Yards

An appeal to parents to buy outdoor toys.

Get Set for Par or Better

Golf enthusiasts will read what you say under a catch line heading like this.

A First Time Sale

An exceptionally fine idea from a Cincinnati merchant.

Flying High

An appeal to duck hunters for guns and ammunition.

Door Openers

The buyer is "Johnny on the spot" to get in on these early morning values.

The Lowest Price for Which Quality Tools Have Been Sold

The "lowdown" on high quality, as it was done in Detroit.



You Can
Buy ANY
of These
for

**Don't Tell Mr.
Woolworth—BUT**

10¢

**at the
Pioneer**

Handiest Corner
In Town—2nd
and Yakima

FIXTURE SWITCH



Prospects: Electricians.

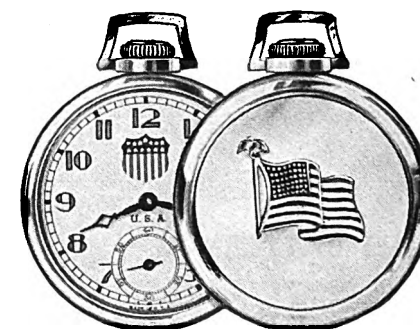
Description: This new fixture switch embodies an exclusive arrangement for attaching wire leads to terminals. It is small, compact, strong—and has an exceptionally smooth, easy "pull." Fits wall thickness up to 5/16", and has 9" wire leads, stripped 3/4". Overall dimensions, 5/8"x3/8". Rated: 3 Amp., 125 Volts—1 Amp., 250 Volts. Listed as standard by Underwriters' Laboratories.

McGill Manufacturing Co.

Specify HT 465 when contacting maker or using Reader Service Form pages 8-9

Valparaiso, Ind.

WATCH



Description: A new pocket watch of patriotic design, called the "Emblem No. 1," is announced. The back of this watch has the American Flag done in applied enamel on a white enamel ground. The dial is embellished with a shield of the colors. The case is nickel plated and is fitted with an unbreakable crystal.

Suggested Retail Price: \$1.75.

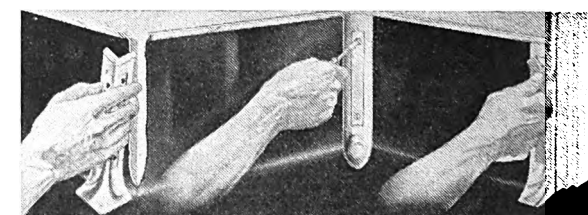
Suppliers: Wholesalers.

New Haven Clock Co.

Specify HT 466 when contacting maker or using Reader Service Form pages 8-9

New Haven, Conn.

COVE BASE TRIM



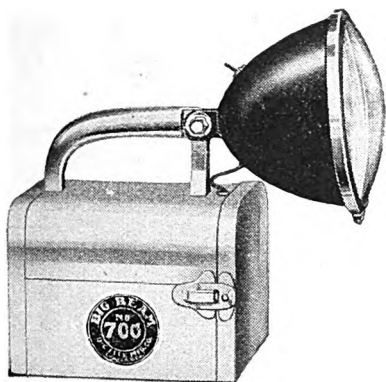
Description: Announcement is made of a new line of cove base trims that are designed to permit installation after covering materials have been cut, fitted and cemented in place. They are easily applied with screws that are placed through the channel in which the linoleum strip is later cemented into place, concealing screw heads. These new trims are made of brightly polished, heat-treated white metal and made in inside corners, outside corners, and right and left end stops. They are offered in two sizes: 4 1/2" cove (Series 450) and 6" cove (Series 600).

B & T Floor Co.

Specify HT 467 when contacting maker or using Reader Service Form pages 8-9

Columbus, Ohio

BATTERY BEAM LAMP



Prospects: Hunters, fishermen, campers, game wardens, electricians, plumbers, etc.

Description: "Big Beam" No. 700 was developed to provide a powerful, portable lamp of wide utility, convenience and low operating and maintenance cost. Head is black japanned steel, or chromium plated brass, with 6" lens and silvered reflector. Bulb has heavy duty horizontal filament and prefocused base. Lamp is powered by four ordinary No. 6 dry cells. Container for batteries is steel with red baked enamel finish; polished aluminum carrying handle.

Suppliers: Wholesalers.

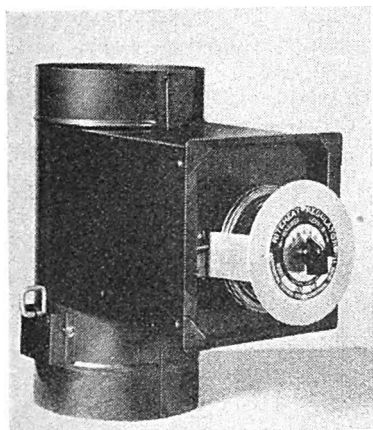
U-C Lite Manufacturing Co.

512 North Dearborn St.

Chicago, Ill.

Specify HT 468 when contacting maker or using Reader Service Form pages 8-9

TEMPERATURE CONTROL



Prospects: Homes.

Description: Wood and coal burning heating stoves, new or in service, may now be equipped with a "Riteheat" Automatic Room Temperature Control, assuring an even, healthful room temperature at all times. "Riteheat," Model R, is a complete self-contained unit equipped with a powerful and accurate thermostat operating a check-draft damper. The special tee joint of pipe in which regulator is mounted is also equipped with a hand-operated turn damper, adjusted to a calibrated scale according to draft conditions and type of fuel used. After correct adjustment is made, a higher or lower temperature is secured by simply shifting the adjustment of the control knob on the check-draft damper. Supplied in 6" and 7" sizes.

Package and Shipping Weight: One to a carton, with full instructions for installation and operation.

List Price: \$4.95 for 6" size, \$5.95 for 7".

Suppliers: Wholesalers.

Shenandoah Equipment Corp.

Harrisonburg, Va.

Specify HT 469 when contacting maker or using Reader Service Form pages 8-9

HOW TO INCREASE STORE TRAFFIC

By M. O. Laurie

CLEVER WINDOW DISPLAY

An ingenious hardware dealer produced an outstanding window display that created much publicity. He secured three large turtles and three large rocks, and numbered both one, two and three. These were placed in a large water container in his window and a sign posted, reading: "Will give \$1.00 in merchandise to those in front of the window when turtle number one, two or three climbs upon the rock with the corresponding number. If any two turtles are on the proper rocks at the same time, \$5.00 in merchandise will be given, and if all three turtles are on the proper rocks, \$10.00 in merchandise will be given as a prize." During the two weeks' display, only \$8.00 was given out in prizes, and it was estimated that over 8,000 people reviewed the display.

"RAIN CHECK" BRINGS THEM BACK

Customers who come too late to get the specials offered by a certain hardware store are given a "rain check" or ticket, which entitles them to buy the specially priced goods at the advertised price when the new stock arrives. This idea overcomes the possible ill which may react due to the "selling out" of the item.

DOG OWNERS LIKE TO "PUT ON THE DOG"

A dog parade led to the doubling of sales in dog supplies by a store in Henning, Tenn. The event was advertised two weeks before the parade and prizes were offered for the largest dog, ugliest dog, the dog with the shortest tail, the dog with the loudest bark, etc. About 150 people brought their dogs to the parade. The dealer distributed a circular on the "Care and Management of the Dog." Local veterinarians acted as judges. The hardware store became known as the best place to get dog supplies.

A NOBLE CAREER

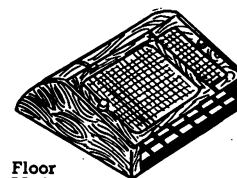
A hardware dealer in Wisconsin displayed an old pair of shoes in his window, with a sign reading "These shoes were worn out by customers of ours who kept coming back again and again for the things we sell." The idea, he claims, brought many extra dollars into his store.

EARLY MORNING BUSINESS BUILDER

A New York hardware dealer advertised that anyone calling at his store between 8:00 and 10:00 A. M. during week days would receive a copy of a well known New York newspaper. This idea brought from 30 to 50 people to his store every morning at a cost of 50 to 75 cents a day, and resulted in a sizeable increase in business during those hours.

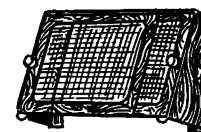
FREE MERCHANDISE FOR BEST REASON
FOR TRADING IN STORE

Turner's hardware store is running a contest each week, and prizes are given for the best letter on "Why I Like or Dislike to Trade at Turner's." Friendly criticism of the store is solicited.

McCabe's CLEAN AIR
FILTERS and SHIELDS

Floor Model

Pat. No. 273342



Wall Model

Prospects: Every home with hot air registers needs one for each register.

Description: McCabe's Hot Air Filters and Shields keep the air healthful, clean and free from greasy furnace dirt and dust. The simplest, most inexpensive way to condition home air. Floor and wall type models, adjustable to any size register. Removable and replaceable filters, easily cleaned—can be washed under the water faucet.

Dealer Helps: Large, attractive 2 color display board for counter or window and newspaper mats. Free.

Package and Shipping Weight: Doz. to carton, wt. 12 lbs.

Suggested Retail Price: Wall model, 59c; floor model, \$1.19.

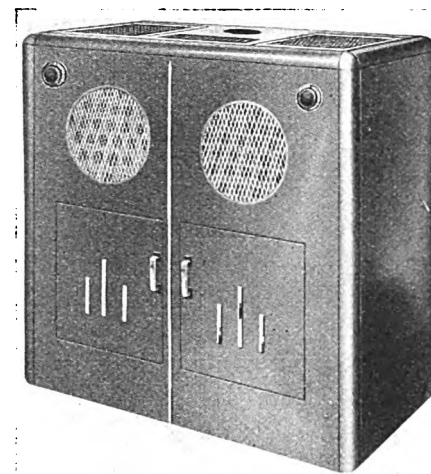
Swing-A-Way Steel Products, Inc.

The Merchandise Mart

Chicago

Specify HT 470 when contacting maker or using Reader Service Form pages 8-9

OIL HEATER



Prospects: Homes.

Description: A new oil heater, a combination of burner, tubes and air filter, is now being manufactured. Tubes in the fire box are so placed as to prevent heat passing between the tubes. A fan placed between an air filter in the back and the tubes forces filtered cold air through the tubes into the room. The flame never touches the tubes. The burner is sleeve type, odorless and smokeless. The fuel oil is generated into gas in the vaporizing base. The cabinet is of heavy steel construction, and finished in Duco with chrome trim. Five models are offered, including a trailer and fireplace model.

B. & O. Metal Products Co.

Lena, Wis.

Specify HT 471 when contacting maker or using Reader Service Form pages 8-9

PICTURE HOLDER



Prospects: Camera enthusiasts, art lovers, homes, or shops for use as a display card holder.

Description: "Scrollette" is a self-adjusting picture holder. Picture is slipped in holder, and coil springs hold it firmly. Two-way easel can be used vertically or horizontally. Can be hung on wall.

Made of spring bronze, and supplied in natural polished finish or satin chromium. Two models, hold any picture from 4"x6" to 11"x14"—Junior model, pictures from 6" to 9"; Senior, 10" to 14".

Dealer Helps: Colorful, 8"x10" demonstrating counter cards, for use with Senior model; four-page folder, 3"x6"; newspaper mats in two sizes.

Package and Shipping Weight: Packed individually in Art-craft cartons.

Suggested Retail Price: Junior, \$1.00; Senior, \$1.50.

Suppliers: Wholesalers.

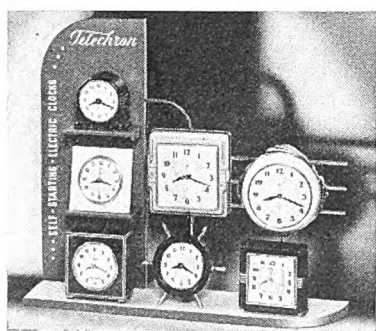
Revere Copper & Brass, Inc.

Rome Manufacturing Co. Division

Rome, N. Y.

Specify HT 472 when contacting maker or using Reader Service Form pages 8-9

CLOCK DISPLAY



Dealer Helps: The "Saleswinner" counter or window display is supplied to dealers without charge with an order for an assortment of any 12 Telechron Electric Clocks. The blue upright panel and supporting members are of metal, and the base of blonde wood. Dimensions: 27" wide, 23-3/4" high, and 6" deep. Only one display available to a dealer. Offer closes October 31, 1940.

Other dealer helps: A display card that will hold three clocks; descriptive circulars with space for dealer imprint; national advertising this fall in the Saturday Evening Post, American Home, and Life magazines.

Suppliers: Wholesalers.

Warren Telechron Co.

Main St.

Ashland, Mass.

Specify HT 473 when contacting maker or using Reader Service Form pages 8-9

HALF A MILLION GADGETS

(Continued from Page 1)

During the past week I've been keeping track. From women customers I heard about:

A lawn sprinkler that looks like a crystal ball; garden shears that cut and hold flowers; kitchen shears that cut poultry, tenderize meat, scale fish, and come all apart for cleaning; a window thermometer that enables a woman to decide what to wear while she's dressing in the morning; closet boxes with transparent fronts; low-slung cedar chests mounted on wheels to roll under beds; twin-spouted kettles which pour both tea and hot water; and asbestos gloves for outdoor cooking.

Wonder what they'll think up next? . . .

Women seldom buy tools, except the garden variety. My observation at home leads me to believe that a woman with a hammer is still a menace to an entire neighborhood. But even in our tool departments we see women's influence.

One morning a man came in with his wife. He "hefted" three axes.

"The one I like," said his wife, "is the one with the blue handle."

He may have known that paint on the wooden handle of a tool sometimes hides imperfect wood, but he bought the ax with the blue handle. . . .

Women are forehanded. On a sweltering day last July a suburban customer bought two snow shovels. Mopping my brow, I said, "I hope you're right. I hope it snows."

"It will snow next winter," she said. "And the first blizzard will leave the stores in this town stripped of snow shovels and galoshes. Today, I'm buying galoshes, too." . . .

Women, as we hardware men are learning fast, know their merchandise. But when a woman asks for something that seems outside her sphere I ask what she's plotting.

Here's the sales-slip record of a woman who asked for "a few nails." "I'm going to fix the baby's play pen."

Nails in a play pen? "I think," I said, "that you had better use small bolts with round heads and hex nuts."

"Hex?" she said.

"A hex nut," I explained, fishing one out of a shelf box, "is six-sided. No sharp corners to injure your baby's hands." . . .

My wife and I wonder why our customers never seem to read directions.

One day I sold a woman a chemical device designed to keep dogs away from shrubbery. It was a metal container which you were supposed to hang on a branch. Then—and on this point the directions were explicit—you removed a metal cap, which released an odor that dogs don't like.

A week later the woman came in to say that the dog-chaser had failed to chase.

I asked her, "Did you remove the cap?"

She shook her head. I explained.

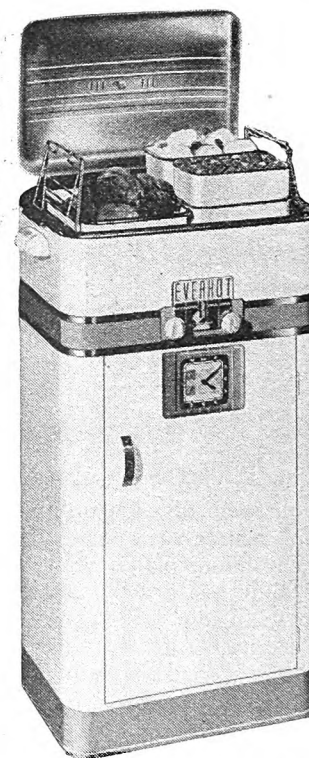
"Well, well!" she said. "So that was the idea. I thought the color was supposed to keep dogs away. And yet I've always understood that dogs are color-blind." . . .

Few of my customers, men or women, know how to sharpen a knife. The "steel" that comes with a carving set is intended merely to align the edge. A really dull knife needs grinding.

"Like this," I told a customer. I laid the edge of a knife on my wrapping table, raised the back of the blade to an

(Continued on Next Page)

ROASTER



Description: A new "Everhot" Roaster, called "No. 840 Deluxe," embodies features of design and construction new in the roaster field. Roaster and cabinet are trimmed in pearl gray and chrome inlays, and handles and knobs are of white bakelite. A "timer-clock" control for the roaster is mounted on the door of cabinet, where heat cannot affect its operation. Interior of cabinet provides ample room for utensils. Choice of white or black enamel, Glass-Bake or aluminum utensils. Dimensions of roaster: overall length 21", width 15 1/2", height 12 1/2"; height of roaster on cabinet 40". 115 volts—1320 watts. AC only (DC models available).

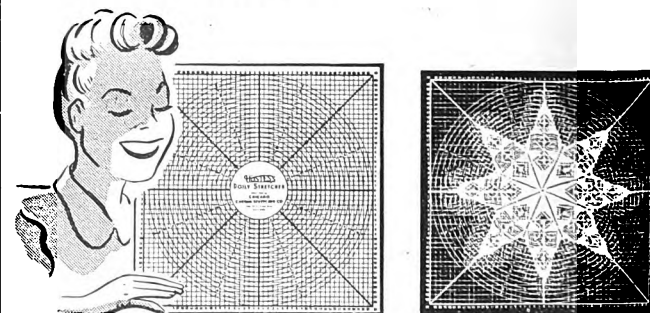
Suppliers: Wholesalers.

The Swartzbaugh Mfg. Co.

Toledo, Ohio

Specify HT 474 when contacting maker or using Reader Service Form pages 8-9

DOILY STRETCHER



Prospects: Housewives.

Description: The "Hostess" Doily Stretcher saves the housewife time and labor in laundering doilies. Delicate lace pieces, crocheted and knitted pieces may be kept like new, in their original shape and size. The device is easy to use, and has careful, accurate markings for any shape—squares, circles, star point doilies, etc.

Suggested Retail Price: \$1.29.

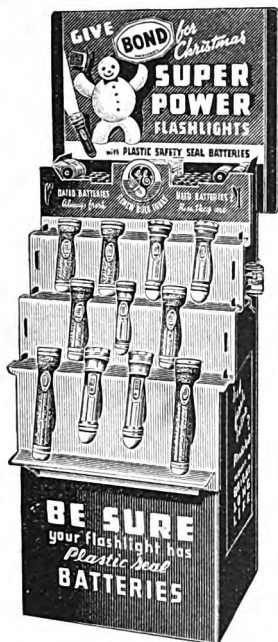
Chicago Curtain Stretcher Co.

3725 South May Street

Chicago, Ill.

Specify HT 475 when contacting maker or using Reader Service Form pages 8-9

FLASHLIGHT DEAL



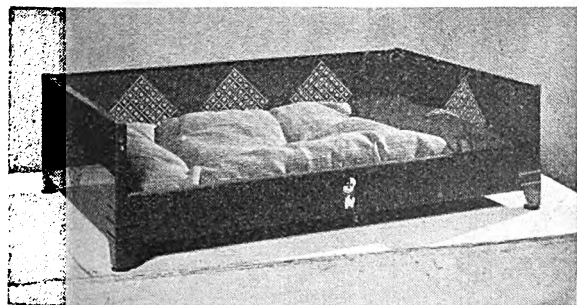
Dealer Help: This new Christmas Flashlight Bar is offered to dealers without charge with No. 81 Assortment, featuring 6 new flashlights. The attractive display has 11 pilferage-proof sockets for flashlights, a rack at top for displaying 48 to 72 batteries and 90 bulbs, and ample space in back for storing stock. Display card on top is reversible, and after Christmas may be changed to suit all season selling. The stand takes up less than two square feet of floor space; full height 54". The entire deal consists of: 1 No. 8 display stand; 48 No. 102 "Mono-cells"; 18 flashlights and 1 bulb tester.

Suggested Retail Price: Flashlights, 59c to 98c complete. Total retail value of deal, \$20.16; dealer's cost, \$13.44.

Bond Electric Corp.

Division of Western Cartridge Co. New Haven, Conn.
Specify HT 476 when contacting maker or using Reader Service Form pages 8-9

DOG BED



Prospects: Dog owners.

Description: Ventilated and sanitary, the "D-D" Dog Bed is designed in every respect for the health and comfort of pets. It is constructed of metal, and equipped with a comfortable and durable cushion, filled with cedarized kapok. Rubber suction cups on the legs fasten the bed firmly to the floor, so that it cannot be upset or pushed around. Finished in red, green, black, and ivory oven-baked enamel, permanent and easily cleaned. Available in four sizes.

Suggested Retail Price: \$1.50 to \$3.00, according to size.

D-D Manufacturing, Inc.

5103 Lakeside Ave. Cleveland, Ohio
Specify HT 477 when contacting maker or using Reader Service Form pages 8-9

HALF A MILLION GADGETS

angle of about 30 degrees with the table surface, and moved the knife back and forth with a diagonal, slicing motion.

"Do it like this," I said, "on an oil-stone." . . .

Recently a man asked me to let him know if some manufacturer ever brought out a home-style extinguisher that doesn't need periodic refilling. There's one on the market now.

If we hardware men know no more about paint colors than what we've read in manufacturers' manuals, we know that light colors make things look larger and dark colors make them look smaller. We know that warm colors—reds, oranges, yellows, yellow-blues—seem to bring things toward you; and that cool colors—blues, violets, blue-greens, blue-grays—seem to push them away.

With these "moving" colors you can help correct the dimensions of a poorly proportioned room. . .

On our shelves are thousands of useful things that our customers know too little about. But we hardware men are always learning of something new. The other day a woman asked me for a left-handed paring knife.

"A what?" I asked, staring.

From one of my tables she picked up a utensil. "Like this, only left-handed."

What she held was one of those paring knives that are shaped like cylinders, with a segment of the cylinder which catches the parings cut away. Cut into the cylinder, on the side opposite the opening, there's a slot with one edge turned out to serve as a blade.

"You see," my customer said, "if the edge of that slot were slanted the other way, this thing would be much handier for a person who's left-handed."

I bowed. "Lady," I said, "you've got something there! I'll write to the manufacturer."



"SHOW ME SOME OTHER SCALES—THESE
MAKE ME WEIGH TOO MUCH"

STOCK THE BRAND
THAT'S IN DEMAND

It pays to stock a well-known, established item that is backed by year 'round advertising designed to SELL. "3-IN-ONE" OIL is promoted in leading Magazines, and on 35 Radio Stations coast-to-coast! The handsome profit that "3-IN-ONE" Oil gives you really makes it pay to push the brand that's in demand!

STOCK AND DISPLAY BOTH THE REGULAR AND HEAVY BODY TYPES

THE A. S. BOYLE COMPANY
Distributors — Jersey City, N. J.

"3-IN-ONE" OIL

Specify HT 478 when contacting maker or using Reader Service Form pages 8-9

RULE DISPLAYS



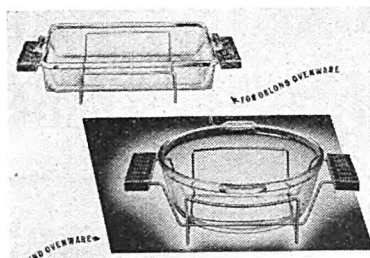
Dealer Helps: New counter and window displays have been created to make selling of the new "All American" Rule easy. The colorful red, white and blue displays attract customers' attention and invite inspection. Each one of the large 11"x13" display cards has an actual rule of three sections mounted on it. The small display comes packed with each box of 6 rules, together with a descriptive folder. Displays are available without charge to dealers.

The "All American" Rule is constructed with patented "strike-plate" joints. Made in 6-foot size in lacquered natural maple finish, in white and in yellow and may be obtained in either regular marking or the "F" style inside reading.

Eagle Rule Mfg. Co.

510-520 Hunts Point Ave. New York, N. Y.
Specify HT 479 when contacting maker or using Reader Service Form pages 8-9

OVENWARE HOLDERS



Prospects: Housewives.

Description: With these handsome new "Androck" Ovenware Holders, the housewife can now bring her hot casserole dishes to the table for serving even at "company" dinners. The holders are made with electro-welded, heavy duty, nickel plated metal frames, and fitted with streamlined "Andes Oak" handles in natural finish. The legs are so designed that the hot dish is kept above the table surface, allowing cool air to circulate between the bottom of the dish and the top of the table. Made in styles to fit both oblong and round designs in ovenware. Available in seven sizes.

Michigan Wire Goods Co.

Niles, Mich.

Specify HT 480 when contacting maker or using Reader Service Form pages 8-9

STAPLE



Prospects: Home owners, electricians, contractors, etc.

Description: The new "Nail-It" Insulated Staple is easy to drive, and is started by holding it at the side of the short leg, and only the long leg is driven in to start. After starting, wire is passed underneath the short leg, and the rest of staple driven in.

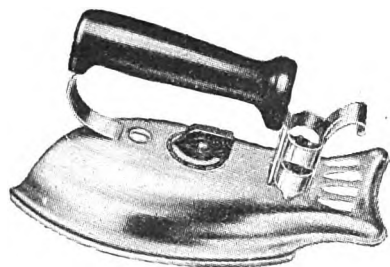
Eagle Electric Mfg. Co.

59-79 Hall St.

Brooklyn, N. Y.

Specify HT 481 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC IRON



Description: The "Superstar Dial-o-Matic" Iron, No. 151, is equipped with a "positrol" thermostat that keeps the iron at the perfect fabric heat until changed. The thin patented sole plate—only 1/4" thick—assures quicker heating, more even heat distribution, and saves current, according to makers.

Package and Shipping Weight: Individually boxed, weight 4 3/4 lbs.; 6 in carton, weight 30 lbs.

Stern-Brown

42-24 Orchard St.

Long Island City, N. Y.

Specify HT 482 when contacting maker or using Reader Service Form pages 8-9

Ideas FOR AGGRESSIVE ADVERTISERS GLEANED FROM NEWSPAPERS EVERYWHERE



We've Made Our Toyland
A Kiddies' Joyland

Hundreds and hundreds of dazzling new toys. Especially created for good girls and boys; Time-honored favorites in brilliant array. Newcomers, too, who will have their say; Tricycles, bicycles, wagons and such Gifts for those whom you love so much; Beautiful dolls and movable eyes Perfectly real, including their cries; All of these gifts, and many more too, Awaited in our Toyland, waiting for you!

GOODNOW PEARSON'S

GARDNER

MASS.

HEAT FOR HEALTH WITH A WARD FLOOR FURNACE

Health and comfort through the winter months depend on keeping properly warm and having plenty of good fresh air to breathe. Fifty per cent of all serious sickness starts with a "common cold" brought on by sudden changes in temperature, drafts, overheating, chills or lowered resistance through breathing the burnt-out or excessively moist air which results from inefficient heating.

INSTALL A WARD and AVOID THIS DANGER

ADVANTAGES OF WARD HEAT

SAFETY No exposed flame, burners enclosed
ECONOMY Automatically regulated gas usage
CONVENIENCE No attention needed
NO COLD ZONES Circulates gently and continuously
TAKES NO ROOM SPACE Hangs from joists under the house
GUARANTEED TEN YEARS Sturdy box of rust-resisting iron
EVEN TEMPERATURE Thermo-Control keeps warmth exact
AUTOMATIC PILOT A positive safety device
EASY TO INSTALL Can be installed in less than day
NO GAS FUMES Fumes and odors vented to outside
NO MOISTURE, DUST OR DIRT Eliminates sweaty walls, smoke, etc.
APPROVED COMPLETE Approved by American Gas Association
HEALTHFUL HEAT Ventilates as it heats

HEREFORD IMPLEMENT &
APPLIANCE COMPANY

PHONE 451

CRAZY QUILT...

In a Hardware Store

Yesir, last Saturday night we checked up on the want list for this week, and it looked like a crazy quilt pattern. About 150 different items.

That list shows us that buying is not limited to a few seasonal items, because it contained "wants" ranging from sewing machine needles to construction iron, wheel goods and shotgun shells, alarm clocks and dishes, aluminum pans and Aladdin Lamps... just a whole rignarole of merchandise proving to us:

1. That you depend on us to fill your needs.
2. That we delivered the goods.
3. That both of us were satisfied with the sales.
4. That this is one of the best fall business seasons in years.
5. That we re-ordered these many items proves that we will continue to try to display good quality merchandise at a fair price.
6. That 99% of the time, we can and do fill your orders out of stock... and that we can get the 1% (representing special orders) usually without delay.

Yours for

QUALITY — SERVICE — PRICE

Hardware Co.

Give ELECTRIC Gifts For a Happier Christmas

IT'S A REAL gift when you give something that increases happiness the year 'round as well as at Christmas... and that's what these fine electrical gifts will do. They'll lighten and brighten work for years to come. Buy them now for yourself or as gifts.

BECAUSE...

THEY ARE PRACTICAL
THEY ARE BEAUTIFUL
THEY ARE SMART
THEY ARE LASTING
THEY ARE ECONOMICAL
THEY ARE CONVENIENT
THEY ARE SATISFYING

FREE! FREE!

A FULL SET OF BOLTS AND NUTS
To Attach Your
NEW LICENSE PLATES

NO COST! — NO OBLIGATION
NOTHING TO BUY!
ALL FREE WHILE QUANTITY LASTS!
LIMIT ONE SET PER PERSON.

Yours with Our Compliments—

ARCADIA HARDWARE CO.
"STONEBRAKERS"

STONEBRAKER APPRECIATES YOUR BUSINESS

The WAR Has Not Reached Our Store

And That Is NEWS

Lard, meat, flour, meal and many other staples followed the lead this week of hogs, cattle, corn, wheat and cotton. Everything went up and up again.

That's why we're doing a bit of bragging—while we can.

You folks who have not yet bought your stove, heater or range—and those of you who are still putting off buying until next week—we especially urge you to buy from our present stock. NOW.

Since steel, iron and other materials are in demand, and the stock markets are advancing all along the line, it won't be long until those higher prices will be reflected in all retail prices.

And you hunters—you know that the same materials go into shotgun shells that are used by the folks across the water.

Our present stock of shells goes out at the old price. After that we can't make promises or predictions.

Yours

Smith-Ault Hardware Co.

SERVICE QUALITY PRICE
Phone 575 Charleston

Say Folks...

IF that FURNACE is Smoking!
IF that FAUCET is Dripping!
IF those LIGHTS are Blinking!
IF that RADIO is Squeaking!
IF that GAS RANGE is Leaking!
IF that REFRIGERATOR needs repairing!

PHONE 96

Come in and See Our Complete Line of Up-To-Date Hardware... Including All of the Latest Electrical Appliances!

The Corner Hardware
B. B. MARTI, Prop.

Save
Your
Eyes!



Save
Your
Money!

Don't let them go to school with eyes strained from lessons studied the night before. Your kiddies must have an education. You provide the light and they will study the readin', ritin', and rithmetic.

10 BIG REASONS

Why You Should Buy Aladdin Lamps

- 1—BURNS IN ROOMS OF A GAL-
LON OF OIL
- 2—LIGHTS INSTANTLY WITH A
MATCH
- 3—URNS IN POUCHES AND—ONLY
1 POUCH KEROSENE
IS ABSOLUTELY SAFE—CAN'T
EXPLODE
- 4—BURNS IN ROOMS OF A GAL-
LON OF OIL
- 5—LIGHTS INSTANTLY WITH A
MATCH
- 6—URNS IN POUCHES AND—ONLY
1 POUCH KEROSENE
IS ABSOLUTELY SAFE—CAN'T
EXPLODE
- 7—BURNS IN ROOMS OF A GAL-
LON OF OIL
- 8—LIGHTS INSTANTLY WITH A
MATCH
- 9—URNS IN POUCHES AND—ONLY
1 POUCH KEROSENE
IS ABSOLUTELY SAFE—CAN'T
EXPLODE
- 10—BURNS IN ROOMS OF A GAL-
LON OF OIL

Priced From \$4.95 up

We Will Allow You \$1.00 Trade-In On Any Old Lamp!

Chisholm Hardware Co

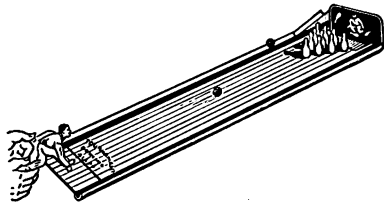
TAPE DISPENSER



Dealer Helps: A new "utility" dispenser is being featured in the fall advertising campaign on Scotch Cellulose Tape. This light, compact dispenser has made it unusually easy to use the transparent tape for mending, sealing and holding various articles at home, school, office, etc.

Minnesota Mining & Mfg. Co. St. Paul, Minn.
Specify HT 483 when contacting maker or using Reader Service Form pages 8-9

BOWLING ALLEY GAME



Description: "Tournament" Bowling Alley, No. G-701, is a realistic bowling alley, in which player exercises the same degree of skill as in a real game. "Strikes," "spares," and even "splits" can be made by a miniature bowler. The mechanical bowler delivers a smooth ball in directions and at speeds regulated and controlled by the actual player.
Suggested Retail Price: "Tournament," \$2.00; "Champion," \$1.00.

Gotham Pressed Steel Corp.
E. 133rd St. and Cypress Ave., Bronx, New York City, N. Y.
Specify HT 484 when contacting maker or using Reader Service Form pages 8-9

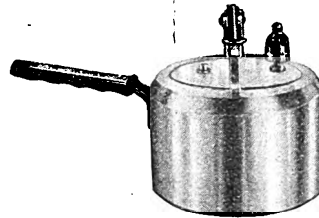
RADIATOR COVER DISPLAY



Dealer Help: This new Radiator Cover Display Stand is constructed of heavy tinned wire with a natural wood background. The stand is neat, rigid, and displays each cover to excellent advantage. It holds four widths of radiator covers — by displaying two ivory and two walnut covers, dealer can sample the line to advantage on a limited amount of table space. Measures only 16"x26" when fully erected.

National Enameling & Stamping Co. Milwaukee, Wis.
Specify HT 485 when contacting maker or using Reader Service Form pages 8-9

PRESSURE COOKER



Description: A full line of simplified, faster operating pressure cookers has just been introduced. The new Lifetime Pressure-Seal Cooker is especially convenient where fuel or water is scarce or cooking quarters are small and easily over-heated. Its cooking speed makes meal preparation easy and more palatable.

Aluminum Products Co. La Grange, Ill.
Specify HT 486 when contacting maker or using Reader Service Form pages 8-9



HAMMER—A complete new line of Soft Face Hammers has been developed for use on assembly jobs requiring a hammer which will not mar delicate machine parts or finely finished surfaces. The renewable, amber-colored tips are made of "Stanloid," a tough, non-metallic substance. Red-lacquered hickory handles are securely wedged in a steel center body.

Stanley Tools New Britain, Conn.
Specify HT 487 when contacting maker or using Reader Service Form pages 8-9

WOOD FINISH—A natural waterproofing finish that penetrates the wood deeply and preserves its natural color has just been introduced under the name of "Durable Woods Exterior Finish." Its water repellent nature can be easily demonstrated by pouring a little water on the finished side of a panel.

Breinig Brothers, Inc. Hoboken, N. J.
Specify HT 488 when contacting maker or using Reader Service Form pages 8-9

WATER HEATER—To meet the demand for a low-cost single-unit electric water heater is a new 30-gallon "Special" heater, Model G301B2, which has a recommended factory list price of \$59.95.
General Electric Co., Appliance Dept. Bridgeport, Conn.
Specify HT 489 when contacting maker or using Reader Service Form pages 8-9

WASHER—An automatic time switch, a large wringer, and a new style bullet-type tub, which is vertically ribbed, are a few of the features of a new Universal washer.

Landers, Frary & Clark New Britain, Conn.
Specify HT 490 when contacting maker or using Reader Service Form pages 8-9

AMMUNITION—"Klay Bird" is the trade name for a new .22 caliber "Kleanbore" "Hi-Speed" shot cartridge designed for use in miniature trap and skeet shooting. Especially recommended for miniature clay bird shooting.

Remington Arms Co., Inc. Bridgeport, Conn.
Specify HT 491 when contacting maker or using Reader Service Form pages 8-9

FISHING BAIT—Among an outstanding array of new tackle to bewilder the 1941 angler is the "Peach-Oreno." Made of seamless metal, with an air chamber for buoyancy, it has action, whether fished shallow or deep.

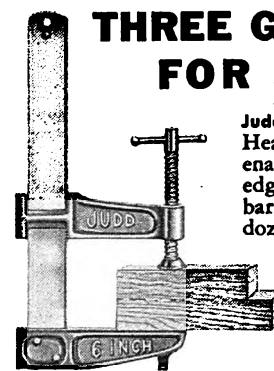
South Bend Bait Co. South Bend, Ind.
Specify HT 492 when contacting maker or using Reader Service Form pages 8-9

ELECTRIC RANGE—In introducing a new model to be known as "The Harvester," the manufacturers will tie in with the Modern Kitchen Bureau's "Alice in Electric Wonderland" electric range drive, in an intensive campaign. Dealer helps also available. The retail price is \$129.75.

Westinghouse Elec. & Mfg. Co., Range Dept. Mansfield, Ohio
Specify HT 493 when contacting maker or using Reader Service Form pages 8-9

(Continued on next Page)

THREE GOOD JUDD ITEMS FOR SALES VOLUME



Judd Speed Clamp No. 57B/106 (Pat. App. For)
Heavy cast metal jaws finished in red enamel; bright steel bar with serrated edges for sure grip; bright steel screw and bar. Maximum jaw opening 6". Packed 1 doz. per box.



Judd I-Beam Clamp No. 66B/106 Flanged for plus-strength; jaws finished in red enamel, adjustment bar and screw in polished steel, for sales appeal. Jaw opening 3", depth 1 1/4". Packed 1/2 doz. per box. (No. 62B/106 two-inch jaw opening, and No. 61B/106 one-inch jaw opening, packed 1 doz. per box.)



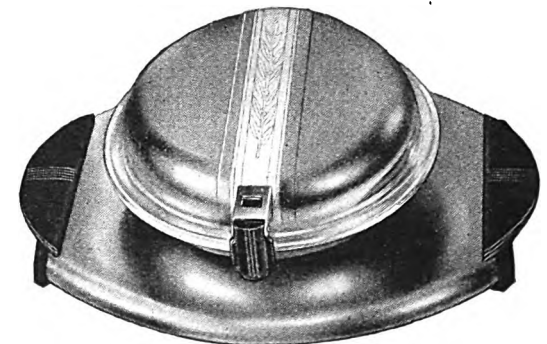
Ornamental Coat and Hat Hook No. 2850C A thing of beauty as well as utility. 3 1/4" projection; Oxidized Brass or Polished Brass Plate finishes. Carded complete with screws for ready sale. Also available 1 doz. per box.

Your jobber has these or can get them for you
Large Stocks Assure Prompt Delivery



Specify HT 494 when contacting maker or using Reader Service Form pages 8-9

WAFFLE IRON



Prospects: Housewives.

Description: Its distinctive design, with the attractive "Platina" panel, and its low sweeping lines for ease in serving, are important features of this "Coronet" Waffle Iron, No. E-1304. A soft light signals when to pour batter and when waffle is ready to serve. Chromium plated, with black bakelite handles and feet. Aluminum grids are mirror finished to reduce possibility of sticking. Six-foot Underwriters' Approved cord. 660 watts. Non-automatic with heat indicator. A model with adjustable automatic heat control also available.

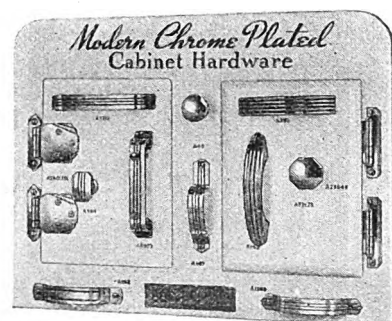
Shipping Weight: 7 1/4 lbs.

Suggested Retail Price: \$6.95.

Suppliers: Wholesalers.

Landers, Frary & Clark New Britain, Conn.
Specify HT 495 when contacting maker or using Reader Service Form pages 8-9

CABINET HARDWARE DEAL



Dealer Help: Deal No. 556 consists of an assortment of matched cabinet hardware—one-half dozen each of drawer and door pulls, catches, knobs and hinges—and No. 55 demonstrator display board.

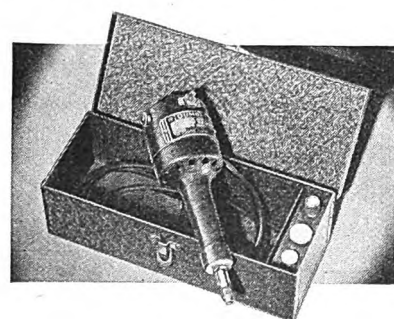
This kitchen and bathroom hardware is finished in bright chrome plating, attractive modern design, and is individually packed in printed envelopes, complete with screws and instruction sheets for protection and convenience.

National Lock Co.

Rockford, Ill.

Specify HT 496 when contacting maker or using Reader Service Form pages 8-9

GRINDER CARRYING CASE



Description: To keep "Dumore" No. 8 or No. 10 Hand Grinders free from shop room dirt and to prevent hand grinding equipment from being misplaced, a sturdy steel carrying case has been developed.

The Dumore Co.

Racine, Wis.

Specify HT 497 when contacting maker or using Reader Service Form pages 8-9

APPLIANCE DISPLAY



Dealer Helps: Three to seven electrical appliances for the home may be arranged on this new four-color window or counter display. It is substantially built of 1/2" display board with a wood base, and silk-screened in ivory, fire red, light blue and dark blue.

Knapp-Monarch Co.

St. Louis, Mo.

Specify HT 498 when contacting maker or using Reader Service Form pages 8-9

THE BRIEF CASE—Continued

NAIL SET—A "Non-Slip" Nail Set, designed to prevent the nail set from sliding off the nail head, can be used with dent-headed nails or ordinary flat-headed nails. Ask your jobber's salesman.
Mayhew Steel Products, Inc. **Shelburne Falls, Mass.**
Specify HT 499 when contacting maker or using Reader Service Form pages 8-9

HEATER - CONDITIONER—Three brand-new units have been added to the "Yorkaire Heat" line for this winter's air conditioning. Write for full details and dealer helps.

York Ice Machinery Corp.

York, Pa.

Specify HT 500 when contacting maker or using Reader Service Form pages 8-9

SCREW DRIVER—Here is an improved screw driver with blade, bar and head forged in one piece. Handle is made of tough hard wood—larger and with an improved shape.

The James J. Ryan Tool Works

Southington, Conn.

Specify HT 501 when contacting maker or using Reader Service Form pages 8-9

WIRE CALCULATOR—A pocket-size wire calculator, called the "Wirometer," for use in computing wiring problems in accordance with the 1940 National Electric Code has been developed. The "Wirometer" is 8" long x 2 3/4" wide and is made up of two sliding celluloid covers and six interchangeable cardboard slides, enabling voltage drop to be calculated for eight of the most widely used distribution systems.

General Electric Co., Merchandise Dept.

Bridgeport, Conn.

Specify HT 502 when contacting maker or using Reader Service Form pages 8-9

TOOLS—Various sets of tools covering a wide price range that enables dealer to sell any customer has been incorporated in manufacturer's 1940 line of "Tools in Sets." Produced under the trade slogan, "Hobby House" Tool Sets.

Stanley Tools

New Britain, Conn.

Specify HT 503 when contacting maker or using Reader Service Form pages 8-9

VACUUM CLEANER—A new vacuum cleaner contains "Easy-Empty" tabs on the bag, which serve the double purpose of preventing dust from flying back into the room while the bag is being emptied, and eliminating the possibility of the metal clip on top of bag scratching polished furniture. Full details available on request.

Westinghouse Elec. & Mfg. Co.

Mansfield, Ohio

Specify HT 504 when contacting maker or using Reader Service Form pages 8-9

RADIO—A portable battery radio that is completely self-contained in a walnut cabinet is a four-tube superheterodyne model with six-tube performance. A thousand-hour battery pack is housed in the cabinet.

The Crosley Corporation

Cincinnati, Ohio

Specify HT 505 when contacting maker or using Reader Service Form pages 8-9

WATER SYSTEM—The "Jet-O-Matic" is the first pump to be made which is adaptable to both shallow well and deep well installations, and convertible one to the other, claim its manufacturers. This full dual service consists of only four parts: a centrifugal pump, assembly and pressure tank, separate jet assemblies, and boxes of fittings for each type of application.

Goulds Pumps, Inc.

Seneca Falls, N. Y.

Specify HT 506 when contacting maker or using Reader Service Form pages 8-9

FLASHLIGHT—Announcement is made of a three-cell spotlight, fixed focus, capable of projecting a beam of light over a 1200-foot range. This three-cell spotlight is a new member of the "Power-Lite" group, which recently announced its two-cell spotlight, and retails for 98 cents complete with three regular 10-cent batteries.

Winchester Repeating Arms Co.

Division of Western Cartridge Co.

New Haven, Conn.

Specify HT 507 when contacting maker or using Reader Service Form pages 8-9

PAINT CONDITIONER—A new 1941 model of "Red Devil" No. 30 paint conditioner contains several innovations, one of which permits the conditioning of four 1-quart cans of paint at one time.

Landon P. Smith, Inc.

Irvington, N. J.

Specify HT 508 when contacting maker or using Reader Service Form pages 8-9

RADIO—A newly-engineered radio receiver will make available programs broadcast by frequency modulation as well as standard American broadcasts and domestic and foreign short-wave transmission. Known as Model JFM-165 and carrying a recommended list price of \$175.00.

General Electric Co., Radio Division

Bridgeport, Conn.

Specify HT 509 when contacting maker or using Reader Service Form pages 8-9

FURNACE TOOLS—Complete descriptive data and prices on the "Androck" line of furnace tools will be gladly furnished. Included in this line are Ash Shifter, Klink-R-Tongs and Ash Ladles, each of which has its own place in the furnace room.

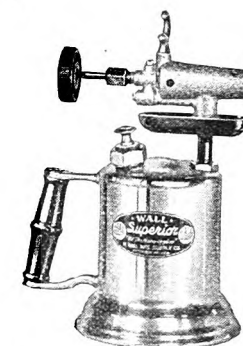
Michigan Wire Goods Co.

Niles, Mich.

Specify HT 510 when contacting maker or using Reader Service Form pages 8-9

(Continued on Page 15)

BLOW TORCH



Description: Model No. 330 "Superior" is the first of a new group of polished brass tank blow torches just announced. Although priced to meet competition, the makers state that the No. 330 delivers a powerful blast and is so sturdily constructed that it is entirely satisfactory for professional use.

P. Wall Manufacturing Supply Co.

3126 Preble Avenue

North Side, Pittsburgh, Pa.

Specify HT 511 when contacting maker or using Reader Service Form pages 8-9

OIL RANGE



Description: The new "Nesco" Table Top Kerosene Range brings streamlined beauty to the rural kitchen. Equipped with five powerful long chimney burners. The porcelain enameled grate cover tilts back on roller bearings to serve as a splashback, and a large enclosed storage compartment holds the cooking utensils.

National Enameling & Stamping Co.

Milwaukee, Wis.

Specify HT 512 when contacting maker or using Reader Service Form pages 8-9

HOUSE NUMBER



Prospects: Homes, apartment buildings, etc.

Description: The individual reflecting glass numerals, 2"x3", are inserted in a metal holder, 9 1/2"x3", finished in Duco. The white figures on the black background make them easily visible at night. The numerals are held firmly in place by crimping at both ends the metal flange holding the numbers. Screw holes are provided for convenient attaching.

Dealer Helps: Direct mail and consumer literature, and counter display.

Suggested Retail Price: \$1.00 f.o.b. factory.

Suppliers: Wholesalers.

Western Cataphote Corp.

P. O. Box 28, Sta. F.

Toledo, Ohio

Specify HT 513 when contacting maker or using Reader Service Form pages 8-9



ROASTER—A new Christmas sales help just announced consists of a specially tailored cellophane covering and a large red cellophane bow to fit all rectangular models of "Everhot's" new 1941 Deluxe Roaster and Cabinet ensemble. Also, an attractive Santa gift display card, featuring the "Everhot" turn-a-knob cover opener, will be included on all Deluxe Roasters from now until Christmas.

Swartzbaugh Mfg. Co. Toledo, Ohio
Specify HT 514 when making inquiry.

PROTECTING PADS—A new rack displays the various sizes, patterns and colors of "Pro-Tex" Pads to good advantage. Card at top of display shows some of the many uses for the product.

Ballonoff Metal Products Co.
5807 Kinsman Road Cleveland, Ohio
Specify HT 515 when making inquiry.

SYPHONS—A four-color counter display, 18" x 19½", for "Sparklet" Syphons and Bulbs holds a syphon, with the background presenting the illusion of charged water being squirted into a glass. The bulb packages are screened on the display and die cut to resemble actual boxes.

Knapp Monarch Co. St. Louis, Mo.
Specify HT 516 when making inquiry.

GUNK—Appealing to the "sense of smell" is a new idea to the automotive trade. To demonstrate the smell of "Gunk" compound, a substantial whiff of it will be mailed along with new literature to any interested parties.

Curran Corp. Malden, Mass.
Specify HT 517 when making inquiry.

GAS FURNACE—An attractive, two-fold, 11" x 25" mailing enclosure or hand-out answers all questions and gives specifications on the new "Superfex" Gas Burning Furnace, described as a "gas saver" and "24-hour air conditioning."

Perfection Stove Co. Cleveland, Ohio
Specify HT 518 when making inquiry.

BISCUIT BAKER—A new display, measuring 15" high and 16¾" wide, features the K-M Biscuit Baker. It is silk screened in five colors, and has a die-cut section to hold the Baker.

Knapp Monarch Co. St. Louis, Mo.
Specify HT 519 when making inquiry.

AIR FILTERS AND SHIELDS—A two-color easel display board, mats and circulars are furnished to dealers with their first order of McCabe's "Clean Air" Filters and Shields.

Swing-A-Way Steel Products, Inc.
Merchandise Mart Chicago, Ill.
Specify HT 520 when making inquiry.

MENDING PLASTIC—Your request for a sample of the "Mend-All" Woodforming Plastic will receive prompt attention. A small folder describing and listing the many uses for this product is also available. The retail price of a quarter-pound can is 25 cents, one-pound, 75 cents.

Gill Products Co., Inc.
606 W. Wisconsin Ave. Milwaukee, Wis.
Specify HT 521 when making inquiry.

ELECTRICAL APPLIANCES—A complete sales plan built around new products, a plan to build dealer floor traffic and an increased advertising appropriation, is being launched. The program will be supported by 13 full-page advertising in four leading weekly magazines and newspaper advertising schedules. A feature of the campaign will be nation-wide distribution of a new game.

Westinghouse Elec. & Mfg. Co.
Merchandising Division Mansfield, Ohio
Specify HT 522 when making inquiry.

ELECTRIC SHAVER—Twenty-nine advertisements, full and half-pages in leading national magazines, reaching 70,000,000 readers, will be used in the 90-day Fall advertising and sales promotion campaign of Schick Dry Shavers, Inc.

Schick Dry Shaver, Inc.
45 Garden St. Stamford, Conn.
Specify HT 523 when making inquiry.

BICYCLE GENERATORS—The Fall advertising program on "Make-A-Lite" Generators will include publicity in the Saturday Evening Post, Boy's Life, American Boy, Collier's, and Parents' Magazine. A new, colorful window streamer has been prepared to aid dealer in tying up with this program.

Make-A-Lite, Inc. Fairfield, Ill.
Specify HT 524 when making inquiry.

PUSH CLIPS—Be sure to send for your six sample cards of "Justrite" Push Clips, each card holding eight clips. Put them on display and try out their sale.

Justrite Manufacturing Co.
2061 North Southport Ave. Chicago, Ill.
Specify HT 525 when making inquiry.

LOCKS—The following merchandising deals are now available: A new Corbin cabinet lock board No. 92 with stock assortment No. 92S—"Bonus Package" padlock deal No. 200, with a profit of 79% to dealer—No. 300 padlock deal, with which three padlock chains are given free, with the purchase of one-half dozen of the No. 9912 Padlocks in the new "platinite" finish.

Corbin Cabinet Lock Co. New Britain, Conn.
Specify HT 526 when making inquiry.

ELECTRIC CLOCKS—A new Fall and Winter promotional campaign on the new line of 22 G-E electric clocks includes national magazine and trade paper advertising, broadsides, folders, direct mail pieces, as well as several news displays.

General Electric Co.
Appliance Dept. Bridgeport, Conn.
Specify HT 527 when making inquiry.

WASHERS—A new Gear Case Card, Form No. A-676A, 4½" x 6½", will be indispensable to dealers and salesmen in pointing out the features found in the gear case and chassis construction of the ABC "400" Washer.

Altorfer Bros. Co. Peoria, Ill.
Specify HT 528 when making inquiry.

SASH LOCK—"No More Rattling Windows—No More Chilling Drafts" is the title of a new folder describing the features of "Wintite" Sash Lock—printed in red and black, and illustrated.

American Cabinet Hardware Corp. Rockford, Ill.
Specify HT 529 when making inquiry.

ELECTRIC SHAVERS—"What's New for 1941" is the by-line used under a startling picture of two drum majorettes for the front page of a highly spectacular promotional piece, depicting the national advertising and dealer helps of the Dual Shaver.

Remington Rand, Inc.
General Shaver Division Bridgeport, Conn.
Specify HT 530 when making inquiry.

TOOLS—A tool kit, called the "Airplane Luggage" Tool Kit, contains all the tools necessary for practically all common jobs around the house. Here is a practical year-round gift as well as a Christmas item. A colorful display furnished with each case of six Tool Kits. The kit retails for \$1.98 (slightly higher in far west).

Fayette R. Plumb, Inc. Philadelphia, Pa.
Specify HT 531 when making inquiry.

CARBIDE LAMPS—A heavy 7" x 9" card, which can be slipped over the cap hook of the Sportsman's Carbide Lamp, provides an effective four-color counter display. Furnished free to dealers who write in for them.

Justrite Manufacturing Co.
2061 North Southport Ave. Chicago, Ill.
Specify HT 532 when making inquiry.

RANGES AND HEATERS—Free mats and electrotypes are furnished dealers for a tie-in with Nesco's national advertising campaign on their kerosene stoves and heaters.

National Enameling & Stamping Co.
Milwaukee, Wis.
Specify HT 533 when making inquiry.

METAL SPECIALTIES—Modern packaging technique has been used to improve and simplify the various containers of metal specialties, including a complete line of spring wing toggle bolts.

The Paine Co.
2949 Carroll Ave., Station D Chicago, Ill.
Specify HT 534 when making inquiry.

LOCKS—An attractive display container, holding 12 locks and a "Sales Magnet," will be furnished free for use as a counter display with each dozen locks.

Chicago Lock Co.
2024 N. Racine Ave. Chicago, Ill.
Specify HT 535 when making inquiry.

PUMPS—A new campaign to prospective pump buyers, which should interest all rural dealers, is composed of a series of mailing pieces, large wall posters, and newspaper mats to tie in with national advertising.

Decatur Pump Co. Decatur, Ill.
Specify HT 536 when making inquiry.



LAMPS—A two-fold circular, highly illustrated, 25" x 11½", going out under "Form No. Y-0224," gives practical information pertaining to mercury lamps.

General Electric Co., Nela Park Cleveland, Ohio
Specify HT 537 when making inquiry.

WIRE—A 36-page booklet in color and fully descriptive of all types of small diameter wire, together with engineering data, will be furnished to any dealer without cost.

National Electric Products Corp.
Fulton Bldg. Pittsburgh, Pa.
Specify HT 538 when making inquiry.

WINDMILL—A new 16-page booklet entitled "Free Running Water from the Wind" is now available for distribution. The booklet is intended to increase our thinking about running water for the farm.

Natl. Assn. Dom. & Farm Pump. Equip. & Allied Products Mfrs.
228 W. Ontario St. Chicago, Ill.
Specify HT 539 when making inquiry.

GAMES—A 12-page and cover catalog illustrates and describes a complete list of 1940-41 games of skill, home table games and musical toys.

Northwestern Products
2714 LaSalle St. St. Louis, Mo.
Specify HT 540 when making inquiry.

PRUNING TOOLS—A new catalog, showing a complete line of 1940-41 pruning tools, hedge and grass shears, features on each page a condensed summary of the most important selling points of these tools. Advertising helps are illustrated, and catalog is available to all dealers.

Seymour Smith & Son, Inc. Oakville, Conn.
Specify HT 541 when making inquiry.

FLUORESCENT LIGHTING—A 24-page catalog, illustrated and in color, listing the various models in the "Miralume" line of fluorescent lighting units, is now ready for distribution to industrial and commercial organizations in your territory.

Hygrade Sylvania Corp.
Miralume Division Ipswich, Mass.
Specify HT 542 when making inquiry.

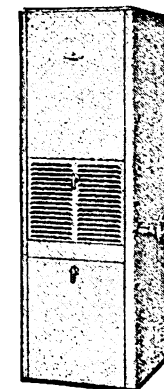


SpeedWay, for 30 years leading manufacturers of industrial electric tools, now brings the hardware trade its first complete line of quality electric tools for the home workshop that: Is Priced to sell in volume in every community... is widely advertised... carries a full profit margin... of which each tool is correctly designed, of correct speed, full capacity and powered by a specially wound high torque SpeedWay tool motor (110 v. universal). Streamlined and finished in 2-tone blue and lacquered white metal) actually thousands in use.

No. 69 Drill has ¼" capacity in steel, handle and gear housing die cast, operating speed 1000 R.P.M.
No. 129 Grinder operates at 20,000 R.P.M. (has high speed essential to efficient grinding with small stones) and collets for ¼" and 3/32" arbors.
No. 250 Kit consists of No. 69 Drill, No. 129 Grinder and 6 accessories in attractive steel display carrying case.
Router Frame converts Grinder into free router or shaper.
Drill Stand takes either Drill or Grinder.
Bench Grinder complete with motor, 2 wheels, rubber feet, carrying handle, cord and plug.

ROUTER FRAME \$3.95
BENCH GRINDER \$9.95
Circulars, displays, counter sheets furnished. Write for catalog sheets.
SPEEDWAY MFG. CO.
1882 South 52nd Avenue, Cicero, Ill.
Specify HT 543 when making inquiry.

GAS FURNACE



Description: The "Superfex" Gas-Burning Furnace is described as a "gas saver" and supplying "24-hour air conditioning"—operating on the three-stage principle. It is also a space saver, as it occupies only approximately four square feet of floor space. The combustion chamber has dual radiators, made of 16-gauge steel with eight baffles each. Heating capacity at registers, 66,500 B.t.u. (gas input—A.G.A. rating—87,500 B.t.u.). Furnace is available also with a single speed motor, for on-and-off operation.

Perfection Stove Co. Cleveland, Ohio
Specify HT 544 when making inquiry.



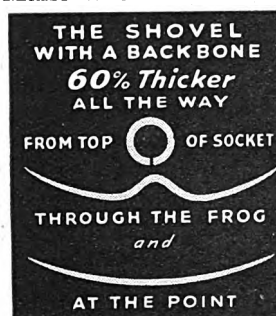
You Can Sell This Shovel to EVERY Customer . . .

ONE GRADE

ONE TYPE

ONE PRICE . . .

Cut Your Stock—Speed Your Turn-Over and Make Your FULL PROFIT ON EVERY SALE!



Forged in one piece with full length backbone and heat treated, RAZOR-BACK is strongest light shovel on market. Popular priced. Meets every demand. Send for catalog, prices and compare.

THE UNION FORK & HOE COMPANY
525 Dublin Ave., Columbus, O.

Specify HT 545 when contacting maker or using Reader Service Form pages 8-9

NEW TOY INVENTION!

snippie

**100% SAFE
ELECTRICAL
SCISSOR
TOY**



Parents' Magazine Seal



RETAILS FOR

\$1

(Wt. 16 lbs. dozen)

NEW! DIFFERENT! Fascinates both boys and girls of all ages, as he snips through cut-outs, cartoons, pictures. For 105-125 volt 50-60 cycle ALTERNATING CURRENT.

Sales helps furnished. Sold through leading Jobbers, or write

GENERAL TRANSFORMER CORP.
1250 W. VAN BUREN ST., CHICAGO, ILL.

Specify HT 546 when contacting maker or using Reader Service Form pages 8-9

GETTING ALONG

SLANT'S

for RETAIL HARDWARE SALESMEN...

GETTING ALONG

By Jack Hazard

Sooner or later, a man, if he is wise, discovers that business life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul, that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses.

He learns that all men have burnt toast for breakfast now and then and that he shouldn't take the other fellow's grouch too seriously.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight.

He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that it doesn't matter so much who gets the credit so long as the business shows a profit.

He comes to realize that the business could run along perfectly well without him.

He learns that even the janitor is human and that it doesn't do any harm to smile and say, "Good morning," even if it is raining.

He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success.

He learns to sympathize with the youngster coming into the business, because he remembers how bewildered he was when he first started out.

He learns not to worry when he loses an order because experience has shown that if he always gives his best his average will break pretty well.

He learns that no man ever got to first base alone and that it is only through cooperative effort that we move on to better things.

He learns that bosses are not monsters trying to get the last ounce of work out of him for the least amount of pay, but that they are usually fine men who have succeeded through hard work and who want to do the right thing.

He learns that the folks are not any harder to get along with in one place than another and that "getting along" depends about 98 per cent on his own behavior.

Printed in U.S.A.

GO TO THE DOGS

for

PROFIT!



America's annual bill for dog equipment is more than \$600,000,000. That's big business in any year!

Are you getting your share of this high-profit trade? If not, you need the D-D line of Pooch Bars and Dog Beds. Join thousands of dealers cashing in on these items!

No Slip — No Slop!

Pooch Bars are clean, sanitary, convenient and attractive. Rubber suction cups fasten to floor, preventing messy spilling of food. Pooch Bars are made in four colors and five styles, with retail prices from 25 cents to \$1.00. Their sturdy metal frames contain gleaming white vitroc bowls, good looking and easy to clean.

D-D DOG BED

Sanitary, healthful, comfortable, indestructible — equipped with cedarized, flea-repellent cushions, suction cups on legs. Three colors. Price range: \$1.50 to \$3.00.

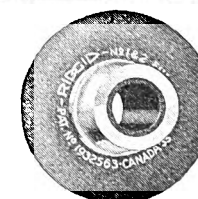
Write for Dealer Prices and Full Details

D-D MANUFACTURING, INC.
5103 LAKESIDE AVE. CLEVELAND, O.

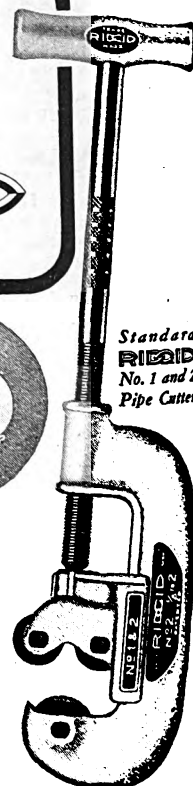
Specify HT 547 when contacting maker or using Reader Service Form pages 8-9

More Sales for You because
More Pipe Cuts
with this
RIGID
Thin Blade Cutter Wheel

REAL news for your customers! "You'll be surprised at the quick easy way this new type cutter wheel rolls through all kinds of pipe. Its forged blade, assembled in a solid hub, extra-thin and tough, actually cuts more pipe per wheel, saving you money. And cuts true in the powerful smooth working Standard RIGID Cutter. Made also in heavy-duty pattern, both cutters and wheels." They appreciate the news—you make more sales. It pays you to push RIGID Cutters. Order a stock from your Jobber—or write us for more profit information.



Standard RIGID No. 1 and 2 Pipe Cutter



THE RIDGE TOOL COMPANY • ELYRIA, OHIO

RIGID PIPE TOOLS

Specify HT 548 when contacting maker or using Reader Service Form pages 8-9

HARDWARE *Today*

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS *Digest*

As Reported by the Trade Press

GET READY FOR WINTER

Promotional events in November are varied and should be highlighted for your Christmas build-up. From November 1-9 feature Dollar Day promotion on Thanksgiving needs including kitchen utensils, roasting and basting gadgets for hostesses on a budget. Demonstrate new gas and electric ranges, refrigerators, roasters and table appliances as time and labor savers not only for this season but for many to come.

National Art Week is from November 1-7. Tie in promotions on woodenware salad and serving accessories with National Art Week playing up famous designers' names. Give prominent display to modern kitchen and dinette sets. Push electric mixers.

Father & Son Week from November 10-16. As gifts for dad and junior feature vacuum jugs, picnic kits, camping accessories for ski, motor and football trips. Show hostesses how to add to their prestige by impressing week-end guests by correctness of closet accessories; bath-rooms equipped with latest scales, hampers, shower curtain ensembles and safety grips and mats. Fireplace accessories to pamper the pride of father. Promote housewares and appliances for fall engagement and bridal showers; as gifts for anniversary and bridge parties. Armistice Day, the 11th, should call for special promotions.

(Continued on page 10)

**NOVEMBER
1940**

Vol. 1

No. 11



YOUR GLUE SALES WILL ZOOM!



Order from

Your Jobber

At last the Miracle Plastic Glue

WELDWOOD PLASTIC RESIN WATERPROOF GLUE

For the first time, you are offered a real ONE-PART, COLD-SETTING WATERPROOF GLUE that is backed by the reputation and experience of a firm well known to your trade.

WELDWOOD GLUE, packaged in powder form, mixes with cold tap water—instantly ready for use—no heating, no hardener. Sets up a few hours after application.

It doesn't know its own strength. Tests prove that WELDWOOD GLUE has a glue-line strength in excess of the strongest material to which it is applied. That's why it is called

"THE GLUE OF A MILLION USES"

WELDWOOD GLUE everlastingly unites porous or fibrous materials or one non-porous (except glass and most metals) to a porous surface. Building construction and repairs, household and handicraft, carpentry, cabinet work, dry wall construction, models, patterns, picture frames, toys, novelties, furniture, antiques, mill-work, boats, aircraft, sporting goods, leather, linoleum, are but a small part of the broad range of applications for this faultless glue.

Even wood putty, sealing, mounting, come under the direct uses of WELDWOOD GLUE.

HANDSOME PACKAGES

Packed in sell-on-sight cans—made for long shelf life. Retail at 1 1/8 oz. 10c, 3 1/2 oz. 25c, 8 oz. 50c, 1 lb. 85c. Instructive Manual free with every 25c and larger can. Dealer helps available... well advertised.

UNITED STATES PLYWOOD CORP.

Executive Offices

616 WEST 46th STREET

NEW YORK, N. Y.

Branches in Principal Cities

----- PIN TO FIRM LETTERHEAD AND MAIL -----

UNITED STATES PLYWOOD CORP., N. Y.

H. T.

() Please send facts about WELDWOOD GLUE and dealer helps.
() We want to test free sample.

NAME.....

POSITION.....

OUR JOBBER IS.....

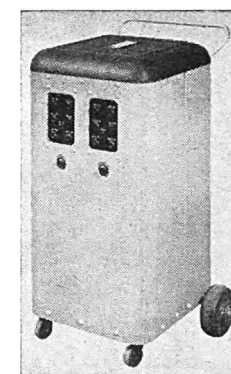
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Glass Substitute	9, 14		
Glaziers' Chisel	9	- T -	
Glue	2, 14	Table Lamp	5
Glue, Plastic	2, 14	Tea Strainer	4
Grass Trimmer	15	Tire Valve	7
		Toasters	4, 6, 12
- H -		Tools	3, 6, 13, 15
Hand Drill	3	Toys	8
Heaters	10, 13, 14	Tracing Cloth	12
Hose Fittings	15	Transformers	15
Hot Plates	8	Truck, Refrigerator	9
- I -		- U -	
Industrial Heater	13	Utility Carrier	12
- K -		- V -	
Kitchen Gadget	15	Vacuum Cleaners	10
Kitchen Heater	10	Vacuum Cup	11
Kitchen Utensils	15	Valve, Tire	7
Kitchenware	12	Valves	13, 14
		- W -	
		Washers	12, 14
		Watches	14
		Water Silencer	12
		Wiring Devices	14
		Wood Preserver	4

ARC WELDER

REFER TO HT 552



Prospects: Industries.

Sales Features: This new industrial 300 ampere continuous duty A.C. Arc Welder has been specifically designed to weld #20 gauge metal with ease, as well as the heaviest of metals. Welding can be done in vertical and overhead positions as well as in flat and horizontal positions, and a non-blowing arc in all welding positions, either on light or heavy metal, is given. According to manufacturer, this model is capable of giving 24 hours of continuous welding service. Features include: 28 heat stages, #16 gauge cold rolled steel container, cast iron head with ample louvers for cooling, cold rolled cadmium plated heavy duty carriage handle, mounted on two 6" diameter heavy duty, solid rubber wheels at rear and two 3" heavy duty solid rubber wheels at front. Available in five models. Guaranteed for five years by manufacturer.

Suppliers: Wholesalers.

Greyhound Electric Mfg. Co., Inc., 31 Grand Street, Brooklyn, N. Y.

BATHROOM SCALE

REFER TO HT 553



Prospects: Homes.

Description: The new Detecto "Charm" Model No. 1018, with its attractive, modern lines, is constructed of extra heavy steel for added rigidity and durability. The fully enclosed mechanism has chrome vanadium steel springs, and main weighing is done on a double set of heavy cast levers. Magnified dial, with large-size figures, registers every pound up to 300 pounds. Floating rack on dial makes for noiseless, wear-proof operation. Ribbed rubber mat. Colors: white, ivory, green, blue, orchid, peach, and black.

Dealer Helps: Counter comic cards; direct mail, consumer literature; national advertising in Vogue, House & Garden, and House Beautiful.

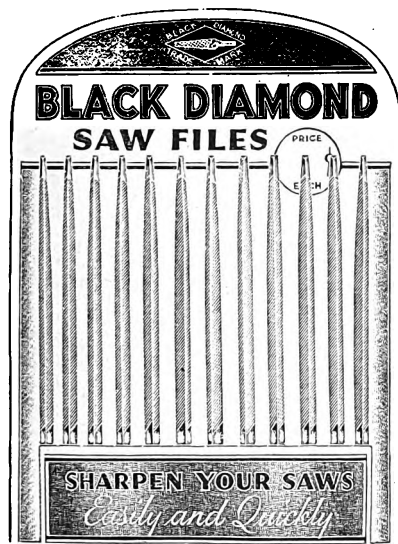
Package and Shipping Weight: 1 to carton; 11 1/2 lbs. **Suggested Retail Price:** Fair Trade Law, \$2.95; west of Mississippi, \$3.45.

Suppliers: Wholesalers.

Detecto Scales, Inc., 7 Main St., Brooklyn, N. Y.

FILE DISPLAY

REFER TO HT 554

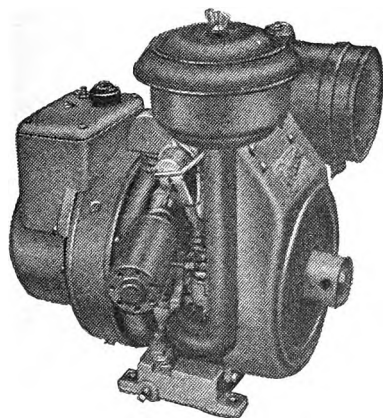


Dealer Helps: This new, colorful display for "Black Diamond" Slim Taper Saw Files attracts attention, yet takes up little stand-up or hang-up space—only 8¼" x 11½". Easily set up—file tangs are placed into the curved strip of corrugated board that fastens to the card-back. Each file cellophane-wrapped. Display furnished free to dealers with any one of nine units, each unit consisting of two dozen files. A similar display available for "Nicholson" Saw Files. Other dealer helps: National advertising in The Saturday Evening Post, Country Gentlemen, Popular Science and Popular Mechanics.

Nicholson File Co., Providence, R. I.

ELECTRIC PLANTS

REFER TO HT 555



Prospects: Farms, rural homes, etc.

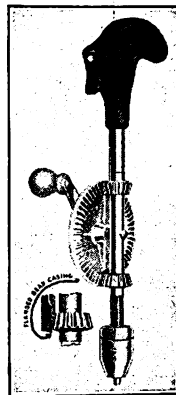
Sales Features: Two new series of low-priced Electric Plants in 650 (shown above) and 1000 watts capacities have been announced. There are four separate models in each series. Outstanding features of these new models include: smooth operation, small dimensions, light weight, economy, and ability to produce flickerless light. Standard DC models offered in 110-125 volts and 32-40 volts; AC models in 110-120 volts with automatic starting remote control, and as combination AC-DC plants furnishing 110 volt AC for lighting, and 12 volts DC for battery charging. Both series operate at slow speed of 1800 R.P.M. All plants electric starting except 110-125 volt DC models, which have rope pull starters.

Dealer Helps: Descriptive literature.

Universal Motor Company, 322 Universal Drive, Oskosh, Wis.

HAND DRILL

REFER TO HT 556



Prospects: Home craftsmen, mechanics, etc.

Sales Features: A feature of this new "Viking" Hand Drill, No. V777, is the "pistol grip handle," made of Tenite, and designed for firm and comfortable gripping. A magazine in handle holds drill points. An additional feature is the flanged gear casing, which covers the pinion at the point where it meshes with the gear, preventing particles of dirt and chips, etc., from becoming enmeshed between the pinion and the gear. Tool steel chuck, cadmium plated and polished, has three tight gripping, tool steel jaws, hardened and ground; capacity ¼". Length overall, 11½".

Package and Shipping Weight: 1 in box; wt. per doz., 15 lbs.

List Price: \$20.00 per doz.

Suppliers: Wholesalers.

The Forsberg Mfg. Company, 234 Seaview Ave., Bridgeport, Conn.



"I BROUGHT HIM ALONG SO I'LL BE SURE AN' GET A ROASTER THAT FITS."

REFER TO HT 557

MR. RETAILER

The following Ad:

What to Give . . . MOTHER, WIFE, SISTER, AUNT
Here's your answer: *Mother's Own*
Set of Tools

GOOD TOOLS
PEXTO
SINCE 1785



A perfect Xmas Gift—Dainty lady's size house-hold tools stylishly finished in Blue and Ivory and Gift-packed in blue and silver container. 10 items. **\$3.98**
If unable to procure at your neighborhood store, will be shipped postpaid within continental U. S.—Cash with order.
THE PECK, STOW & WILCOX CO.
Southington, Connecticut

will appear in these
consumer publications

TIME . . . CHRISTIAN SCIENCE MONITOR . . .

HOARD'S DAIRYMAN . . . SUNSET . . .

ORDER YOUR STOCK TODAY

BED LAMP-RADIO

REFER TO HT 558



Prospects: Homes.

Description: The cabinet of this new 1941 "Lullaby" Bed Lamp-Radio is of molded bakelite. Radio has 5 tubes and an advanced superheterodyne circuit with a built-in "Air Magnet" that eliminates the need for aerial or ground wires; full 1½ watt power output; powerful electro-dynamic speaker; complete band coverage; AC or DC. Bed lamp consists of a tubular type lamp and frosted curved lens for maximum of glareless light. Adjustable brackets fit any type of bed. Size: 9¾" long; 5½" wide; 7-1/16" deep. Ivory or walnut finish.

Dealer Helps: Displays, envelope stuffers, newspaper mats, radio advertising, national magazine advertising in Life and Esquire.

Shipping Weight: 9 lbs.

List Price: \$19.95.

The Mitchell Mfg. Co., 6432 N. Campbell Avenue, Chicago, Ill.

TOASTER

REFER TO HT 559

**Prospects:** Homes.

Description: This new, fully-automatic "Pop-Up" Toaster, which may be set for light, dark, or medium degree of browning, makes two evenly-browned pieces of toast at one time. Current is turned on when bread is placed in toaster wells and a lever pressed down. Toast pops up when it is done to the desired brownness, due to accurate thermostatic control and the current automatically shuts off. If desired, toast may be kept in the wells by means of a "Melba" toast setting which shuts off the "pop-up" feature. Finished in tarnish-proof chrome.

Suggested Retail Price: \$12.95.**Suppliers:** Wholesalers.

Westinghouse Elec. & Mfg. Co., Appliance Dept.
Mansfield, Ohio.

WOOD PRESERVER

REFER TO HT 560



Dealer Helps: A new one gallon container for C-A Wood Preserver. (Carbolineum America) has been recently put on the market. The label, lithographed right on can (not pasted), is in red, white and blue to tie in with references to Uncle Sam, government tests, government bulletins and Carbolineum America. Complete information covering the product is given, including description, directions for application, illustrations of four of its uses, manufacturer's guaranty, as well as some excerpts from government bulletins. A space is also provided for dealer imprint.

Suppliers: Wholesalers.

C-A Wood Preserver Company, 6626 Delmar Blvd.,
St. Louis, Mo.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
 Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
 Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
 . . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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NOVEMBER, 1940

Distribution This Issue—Over 30,000 Copies
 MEMBER



Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of hardware wholesalers.

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TURNOVER MAKES DEALER PROFITS!

When is 10% gross margin worth more than 20% gross margin?—When it's in the dealer's cash register, not on the shelf! Products on the shelf cost money. They eat up rent, light, fuel, storage, display space. A 20% gross margin is soon reduced to a 5% margin or a loss if the product isn't liquidated promptly.

Time and turnover are all-important factors in selling. For example, if the dealer's total inventory at retail prices is \$4,000.00 and the total operating expenses per year \$6,500.00, it means that each store dollar carries a load of \$1.50 per year upkeep costs, or 3c per week. Thus, if a dollar of merchandise brings 10% gross margin and sells within a week, the upkeep cost is 3c, and the dealer makes 7c. If, on the other hand, the dollar brings 20% gross margin and stays on the shelf five weeks, the upkeep cost is 15c, and the dealer makes only 5c. At seven weeks he's trading dollars—and beyond that his 20% is showing him a loss.

To make money, the dealer must do more than buy what he sells. He must sell what he buys and sell it in time to save his profit margin from being swallowed by upkeep costs. That is a job for advertising—dealer advertising and manufacturers advertising! It's up to the manufacturer to shorten the time span between his sale to the dealer and the dealer's sale to his customer. Make your products move and then don't miss a chance to let your dealers know their bread is buttered on the fast turnover side and not on the long-margin, slow-moving side.

John R. Hazard

RIFLE

REFER TO HT 561



Sales Features: Now available in .300 Savage caliber is the "Woodsmaster," Model 81 Rifle—produced primarily to meet the demand for an autoloading rifle in a caliber approaching the ballistics of a .30 Springfield '06 cartridge. The combination—a rifle of the most modern type with lightning-like rapidity of fire, and a cartridge with high velocity, low trajectory, and a smashing blow—is claimed to be highly effective. The "Woodsmaster" can be fired exceedingly fast, yet is under the shooter's control at all times, because trigger must be pulled and released for each shot.

Remington Arms Co., Inc., Bridgeport, Conn.

CORN POPPER

REFER TO HT 562



Dealer Helps: This 14"x22" display acts as a silent salesman for the new electric "Tel-a-matic" Corn Popper. The die-cut card is silk-screened in four colors (yellow, blue, red, white) and a space is provided to display the popper. The corn popper has a transparent glass top and a one-piece bowl; no shaking or stirring necessary; lists at \$4.95.

Knapp Monarch Co., St. Louis, Mo.

STRAINER DISPLAY

REFER TO HT 563

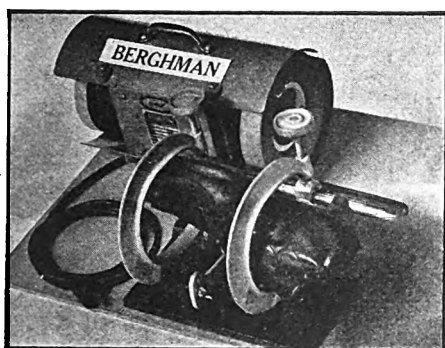


Dealer Helps: As an aid to speeding sales, a new method of packing "Androck" Plastic Frame Tea Strainers has been introduced. Cartons that open up into attractive counter displays are now being used. Strainers are available with red, green, blue, ivory or yellow frames, and 12 strainers of a solid color are packed to a carton.

The Washburn Company, Worcester, Mass. and
Rockford, Ill.

SKATE GRINDER

REFER TO HT 564



Description: The new Berghman Skate Grinding Machine, Model 3, is an all-around grinder for sharpening thin blade and rink skates. The specially designed flat-front motor makes it possible to use 6" wheels thereby obtaining a pronounced hollow-grind—so desirable for rink skates. The 1/4 H.P. SKF ball-bearing motor, totally enclosed, runs 2850 R.P.M. on 50 cycle, and 3450 on 60 cycle. Motor base is malleable iron, and bolted securely to a heavy aluminum finished steel plate, 24" long x 17" wide. Skate holder is made of malleable iron, and designed to hold firmly late model tubular skates as well as standard models, and clamp and rink skates. AC only. Two other new models, Nos. 4 and 5, also available.

Shipping Weight: 110 lbs.

Price: \$38.00 Net F.O.B. Maywood.

Berghman Company, 1417 Washington Blvd., Maywood, Ill.

RUBBER CEMENT

REFER TO HT 565



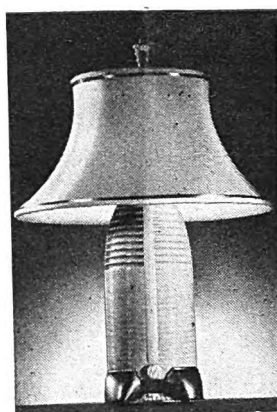
Prospects: Homes, offices, upholsterers, awning manufacturers, leather fabricators, etc.

Sales Features: "Texglue" is a new cement with a latex or rubber base, compounded to afford exceptional adhesive properties and resistance to aging. Useful for any requirement of adhesion of fabrics, paper, leather, or other porous materials. Will also attach fabrics, paper, etc., to non-porous surfaces, such as glass or metal, and can be easily cleaned from these surfaces when desired. Other uses—as an office paste, sealing packages, applying labels, etc.; an anti-skid coating for rug bases; for repairing clothing and household furnishings, and to stop runs in hosiery. It is waterproof, heatproof, and non-inflammable, with no objectionable odor.

Suppliers: Wholesalers.

TABLE LAMP-RADIO

REFER TO HT 566



Prospects: Homes.

Description: The new "Lumitone" Table Lamp-Radio is of cream color bakelite with a gold base in which the radio dial is mounted. Shade of celanese taffeta. Radio has 5 tubes; full-sized electro dynamic speaker; complete band coverage; universal operation—AC or DC, 110-120 volts, 40 to 60 cycles. No aerial or ground wire required. Overall height 21 5/8"; base 6 1/4" x 6"; diameter 5 1/2". Shade diameter 16"; 6" reflector provides direct-indirect light; 3-way switch provides selective lighting.

Dealer Helps: Displays, envelope stuffers, newspaper mats, radio advertising, and national magazine advertising in Life and Esquire.

Shipping Weight: 12 lbs.

List Price: \$22.95.

The Mitchell Mfg. Co., 6432 N. Campbell Avenue, Chicago, Ill.



"A LITTLE IDEA OF MINE TO REMIND PEOPLE OF OUR FALL SPECIALS."

REFER TO HT 567



You Make Extra Profits too

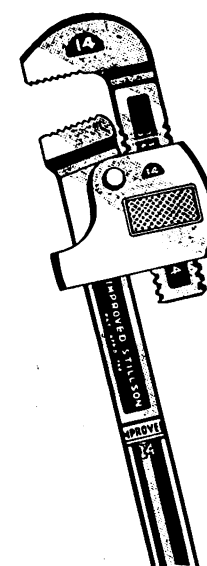
with the

Improved Stillson

The safety features of the New Improved Stillson are bringing added profits to thousands of hardware merchants—you can be one of them. This modern wrench has a cone-coil safety spring inside the housing—there are no flat springs to break and cut the hand, no rivet holes to weaken the handle.

Housing and handle are of special heat-treated alloy-steel; full floating jaws of heat treated tool steel. Accurate pipe scale on hook jaw. Wood or metal handle.

There's extra profit and customer satisfaction in the Improved Stillson. Order from your supply house today. safety spring inside the housing—



RIGID PIPE TOOLS

FLASHLIGHT

REFER TO HT 568



Dealer Helps: Carrying out the color and spirit of the Holiday Season, the makers of Burgess Flashlights are offering a display that is both eye-catching and amusing. It portrays Old St. Nick sprawled in the snow with his bag of gifts scattered about, after an unsuccessful attempt to make delivery on skis. Especially effective is the third-dimension feature of the card—the skis setting out at an angle from the display itself. Another Christmas item is the matched gift set—a "Sharp Shooter" Flashlight and "Penlight" in chrome and maroon, packed in an attractive gift box—retailing at \$1.48.

Burgess Battery Co., Freeport, Ill.

CAN OPENER

REFER TO HT 569



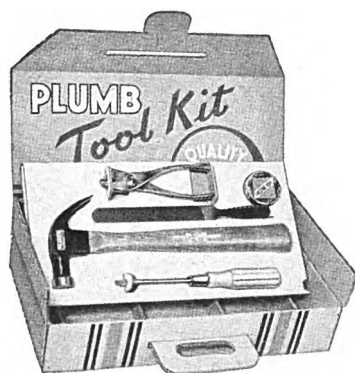
Dealer Helps: A new, colorful box—in two shades of claret—has been developed for the standard model of the "Smoothcut" Can Opener. The box can be converted easily into a display (shown above) for either counter or window use.

For the deluxe model of the "Smoothcut" Can Opener, an attractive gift box has been designed. It is simple yet distinctive in design, and all advertising copy has been omitted—only the names of the product, model and company appear on the box. Color combination is coral, grey and white. The box may also be used as a display when opened.

The Regina Corporation, Rahway, N. J.

TOOL KIT

REFER TO HT 570



Description: The "Airplane Luggage" Tool Kit, No. PTK1, is light, compact, complete, containing all the basic tools needed around every home for minor repair jobs. There are handy, identified compartments under tray for holding nails, screws, fuses, washers, etc. Has a convenient carrying handle. Kit contains: 1 nail hammer; 4" alloy screw driver; work file; 6" slip joint pliers and friction tape.

Dealer Helps: A colorful window-counter display card packed in each case of 6 tool kits.

Package and Shipping Weight: 6 in carton.

Suggested Retail Price: \$1.98; higher in far west.

Suppliers: Wholesalers.

Fayette R. Plumb, Inc., 4837 James St., Philadelphia, Pa.

The TREND OF BUSINESS Today



RETAILERS ARE UNDER THE GUN

An official release indicates that retail prices will not be permitted to go up. Some increases may prove to be inevitable, but the retailer who sets them up must be prepared for an attack by the consumer interest division of the Defense

Commission. Retailers who increase prices are definitely threatened by "publicity," which is a scheme that Thurman Arnold thought up for the control of business men who are inside the law but not inside Mr. Arnold.

INCOME GAINS ONE-TENTH

Effective buying income, according to *Sales Management's* latest measure shows an estimated increase as of the end of November slightly over 10%.

Practically all authorities predict continued gains during the balance of the year. For example, Colonel Ayres of the *Cleveland Trust Company* in a recent bulletin, in referring to rearmament contacts says, "That stimulus to industrial production will not only continue through the rest of this year but at least through next year and the year after that."

Retail gains as a whole for the month of September will apparently show an increase of well over 10%, with increases in many of the best-favored industrial centers of 20 to 30%.

FARMERS FEEL BETTER, TOO.

Because the news from the Armament-making industrial centers is so spectacular, there is a tendency to forget about the farmer—but that would be a great mistake for he is having an extraordinarily good year.

THEORY OF SOCIAL PLANNERS

It has long been a theory of social planners and of some hardheaded manufacturers that when one can unearth new strata of purchasing power, production of manufactured goods will go up. There seems to be a good illustration of the soundness of this theory in a recent study of 43,000 farm families which now have electric current. These families after an average length of electric service of 14 months showed the following percentage of use of important electrical equipment: non-battery radios, 88; electric irons, 84; washing machines, 55; refrigerators, 32; toasters, 30; vacuum cleaners, 21; electric water pumps, 15; hot plates, 15; small motors, 12; poultry lighting, 11; cream separators, 8—and so on down the line of ranges, electric fans, milking machines and large motors.

DUN AND BRADSTREET REPORTS INCREASED FARM EQUIPMENT SALES

In recent months the domestic farm equipment sales of manufacturers have been considerably ahead of the

(Continued on next page)

AUGER BIT DEAL

REFER TO HT 571



Dealer Helps: To display and merchandise the new No. 940 Series of Chrome Alloy Steel Auger Bits, this attractive display is offered free with one set of 13 nickel plated, copper flashed bits. The back panel is of walnut veneer, with lettering in gold and red; base stained and lacquered a darker walnut, lettering in apple green. Bits fit snugly into properly tapered holes in base. Dimensions: height 12 1/4", width 12"; base 3-7/8"x12".

Package and Shipping Weight: 1 unit in carton, 5 lbs.

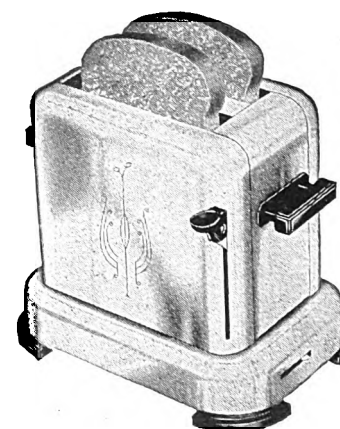
Dealer's Cost: \$6.75 for complete display unit.

Suppliers: Wholesalers.

Millers Falls Co., Greenfield, Mass.

TOASTER

REFER TO HT 572



Prospects: Homes.

Sales Features: The "Magic Maid" Automatic Pop-Up Toaster, No. 534CP, is claimed to be unusually fast toasting, and so accurate that it pops up the toast either soft or crunchy or crisp and hard by merely adjusting time lever. Current is completely shut off when toast pops up. Attractive design, with modernistic side panels and black bakelite handles, knob and feet. Ribbon wire heating element wound on mica. Height 7 1/2"; voltage 115, AC only; watts 750; weight 5 1/4 lbs.

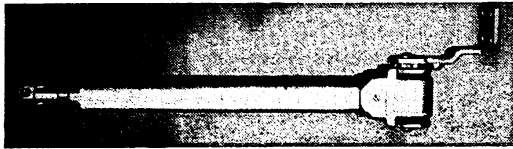
Package and Shipping Weight: 6 in standard carton, 33 lbs.

Suggested Retail Price: \$8.50.

The Fitzgerald Mfg. Co., Torrington, Conn.

DOOR CLOSER

REFER TO HT 573



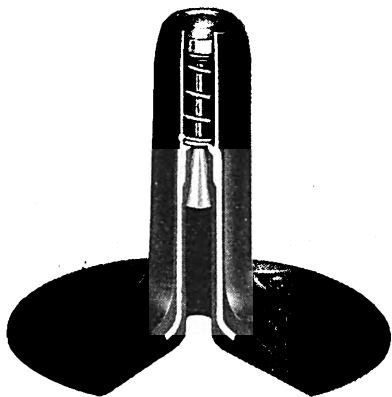
Sales Features: The Yale 506 "Airliner" takes the place of the former No. 506 pneumatic type door closer, eliminating the noise of doors and providing insurance against drafts and insects. This improved model features modern design, and the concealment of spring inside the cover, protecting it against dirt and rust. Cylinder is of seamless polished brass; finish elsewhere in brown lacquer. Installation is simple, closer being designed for either right or left hand doors, and one adjustment provides the rapidity of closing desired.

Suggested Retail Price: \$2.00.

The Yale & Towne Mfg. Co., Stamford, Conn.

TIRE VALVE

REFER TO HT 574

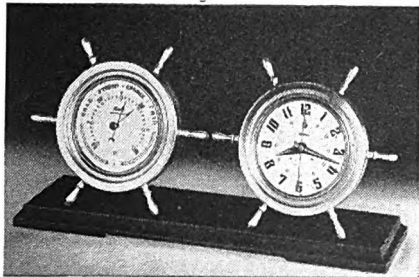


Sales Features: A new bicycle tire valve embodying features of an automobile tire valve is announced. Whether a part of bicycle tire or tube, it is guaranteed by makers to be leakproof for the life of either. By eliminating the danger of under-inflation due to valve leakage, tire life is greatly increased. Does not have a cap or core; therefore, there is nothing to lose, loosen, or replace.

Jenkins Bros., Bridgeport, Conn.

BAROMETER CLOCK

REFER TO HT 575



Description: The "Quartermaster" Barometer and Clock Combination Set, Model No. 8030, combines the new Telechron Barometer with a "Resolute" Ship's Wheel Clock. Both cases are of gold color metal with six wheel spokes. Mahogany base panel is 15-1/8" wide, and the entire assembly is 7 1/4" high. The barometer will indicate weather conditions for 12 to 24 hours in advance.

Suggested Retail Price: \$16.50.

Warren Telechron Co., Ashland, Mass.

THE TREND OF BUSINESS

(Continued from page 6)

Spring of 1939 and their exports for the first five months were valued at \$36,369,000 compared with \$27,581,000 last year. Tractors priced at less than \$500 received such favorable response that there was a considerable lag in filling orders. Retail sales started up slowly due to the prolonged winter weather, but dealers were inclined toward optimism as higher farm incomes indicated that more money would be available for farm improvements as reported by *Dun & Bradstreet, Inc.*, in a recent survey of the farm equipment industry.

IS BUSINESS BETTER? ASK THE CHAINS

Retail sales are zooming toward the highest total in ten years, and the contrast between this and the comparatively good 1939 is exemplified by the sales of the chain groups.

LAUNDRY EQUIPMENT REPORT

Household washer shipments in June were fourth highest in the industry's history for that month, aggregating 112,134, according to industry figures announced by the *American Washer and Ironer Manufacturers' Association*. This was 6.61% below June, 1939.

SEPTEMBER HOUSEWARES SALES SHOW 5—15% GAIN

September sales of housewares generally brought gains for the month from 5 to 15% ahead of the same period of 1939, according to a survey of 15 key cities completed by *Retailing* last week.

NEW PEAK LIKELY FOR PHYSICAL VOLUME OF 1940 CHRISTMAS SALES

Expanding payrolls through a broad cross-section of industry promise one of the most prosperous Christmas seasons in history.

UNITED STATES INCOME

Income in the United States in the past four years was as follows:

1939	\$ 9,769,000,000
1938	9,362,000,000
1937	10,569,000,000

SHIFTS IN U. S. POPULATION

Hundreds of counties, many cities and several states showed fewer inhabitants in the 1940 Federal Census than they had in 1930. During the decade the rate of American population growth sank to a record low.

BUILDING MATERIALS

1926 — 100% — Source *U. S. Bureau of Labor Statistics*. Combined index includes 86 different quotations. Brick and Tile, 12. Cement, 1. Lumber, 20.

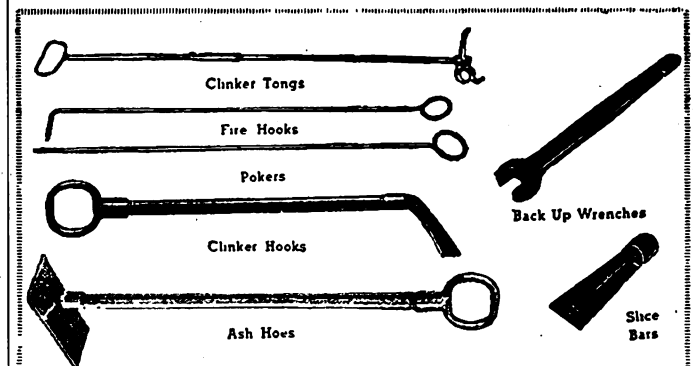
Combined index of 93.5 for August compares with 92.7 for July and 89.6 for August, 1939. Brick and tile: August, 90.1; July, 90.1; August, 1939, 90.5. Cement: August, 90.6; July, 90.6; August, 1939, 91.3. Lumber: August, 100.3; July, 96.7; August, 1939, 91.8.

AVERAGE WEEKLY EARNINGS OF INDUSTRIAL PLANT WAGE EARNERS

Source: *National Industrial Conference Board*. Current data cover 2000 manufacturing plants, representing 25 industries.

August weekly average earnings were \$28.58 compared to \$28.16 in July and \$27.29 in August, 1939.

REFER TO HT 576

FIRE-FIXER
FURNACE TOOLS

A complete line for both stoker-fired and hand-fired furnaces and boilers.

CLINKER TONGS
SLICE BARS
ASH HOES
CLINKER RAKES

CLINKER PICKS
CLINKER HOOKS
BACK-UP WRENCHES
FLUE BRUSHES

Sturdily constructed Fire-Fixer tools are built to give years of severe usage and designed to meet practical service requirements. They are efficient, easy to handle and very rigid to withstand abuse. All tools are constructed of durable cast steel with welded pipe couplings.

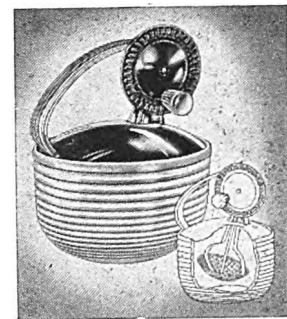
ASK YOUR JOBBER FOR CATALOGUE AND PRICES

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

CREAM WHIPPER

Suppliers: Wholesalers.

REFER TO HT 577



Prospects: Housewives.

Description: The new Androck "Beater-and-Bowl" Set No. 2 incorporates the "angle-beating" principle and cross-hatch design of turbine blade (knife-like edges which break up cream while aerating it). Besides its attractive appearance, it is said to be unusually speedy in performance—whipping a half of a pint of cream in 30 seconds. The large "Platonite" bowl is available in five colors: Chinese red, green, white, blue and yellow. Red plastic handle, with matching gear knob; metal parts of steel, heavily nicked in bright finish.

Package and Shipping Weight: Packed individually; 6 of a solid color to a carton.

The Washburn Company, Worcester, Mass., and Rockford, Ill.

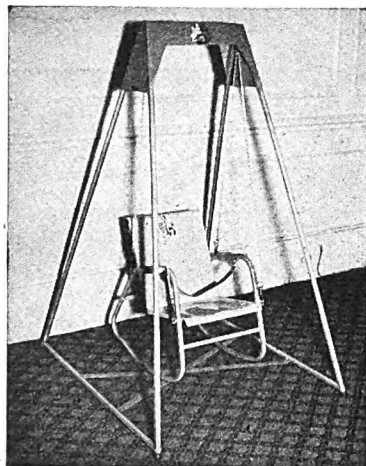
TO OUR READERS:

Our Merchandising Information Service

is helping readers every day by acting as a clearing house in the exchange of Merchandising Sales and Advertising Ideas. As a reader of **Hardware Today**, you are entitled to take full advantage of our service facilities. Write M. O. Laurie, care **Hardware Today**, 415 North La Salle St., Chicago.

TOY CHAIR-SWING

REFER TO HT 578



Prospects: Parents.

Description: The "Rock-A-Swing" is a healthful toy for children up to six years of age. It may be used indoors or outdoors as a swing or, by detaching chair, as a rocker. Height of chair can be adjusted by inserting snap hooks in any desired link of cadmium plated chains. Has comfortable back-rest, shaped to fit shoulders. Light in weight, yet sturdily constructed of steel, finished in baked enamel in either red trimmed in black or green trimmed in orange. Height 45½"; takes only 28"x32" floor space. Easily assembled — no tools required.

Package and Shipping Weight: Rocker completely assembled, with swing top in one carton; uprights and braces both packed in shipping tube. Wt. 17 lbs. completely packed.

Suggested Retail Price: \$3.98.

Suppliers: Wholesalers.

F. C. Castelli Co., 4055 Ridge Ave., Philadelphia, Pa.

Advertising CATCH PHRASES

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISING

"**FALL INVESTMENT OPPORTUNITIES**"—Money saved is money earned, argues this ad man in Dallas.

"**GET THE MOST FOR YOUR AMERICAN DOLLARS**"—Bargains for your dollars that will fairly make the eagle squawk—were advertised in Newark.

"**A TIP TO THE MEN**"—Don't ruin the turkey—get a carving set.

"**A TIP TO THE WOMEN**"—Don't ruin the turkey—get a new roaster.

"**FREE! YOUR THANKSGIVING TURKEY AND ALL THE TRIMMINGS**"—with the purchase of a range.

"**THE FAMILY CUT-UPS**"—will need this new carving set.

"**JUST LIKE PUTTING MONEY IN THE BANK**"—when you use electric appliances. They save you money — save you work!

"**THANKSGIVING PREPAREDNESS SALE**"—Some tempting Thanksgiving bargains cooked up for Birmingham shoppers.

"**BE PRACTICAL—GIVE ELECTRICAL GIFTS**"—Electrical gifts never stop giving.

"**THE 'JUST LOOKING' SEASON**"—is here again. Let's turn it into an early Christmas Shopping Season.

"**SANTA SPEAKING**"—Just a hint to wise early shoppers.

"**EVERY LITTLE GIRL WANTS A DOLL FOR CHRISTMAS**"—and here they are in a Grand Pre-Christmas Showing!

"**THE OFFICIAL OPENING OF TOYLAND**"—and our lay-away plan.

"**THE CHRISTMAS SHOW IS ON**"—a Philadelphia merchant proclaims in his advertisement.

"**LET'S MAKE THIS A MERRY CHRISTMAS**"—That underlying determination of the country at peace, to meet the season "with thanksgiving, by peaceful firesides."

"**IT'S IN THE AIR**"—It's in the air . . . it's everywhere . . . the magic spell of Christmas! Line by a dealer in Cleveland.

"**HOORAY FOR CHRISTMAS**"—cry the toys . . . hooray for little girls and boys!—in picture pages of toys proclaiming Toy Center at a Chicago store.

"**TO BE MODERN MEANS TO BE ELECTRICAL**"—As electrical household devices enter into the home, drudgery and labor go out.

"**OF COURSE YOU CAN STILL USE THE OLD PUMP AND TEAKETTLE**"—and probably not live so long.

"**BRING YEAR 'ROUND CHEER**"—into your home with a radio.

Additional Christmas Headlines

You Make the List — Let us do the Rest! . . . Such Gifts as These Make Christmas an Occasion . . . Gifts that Strike Home . . . How to Make a Good Home a Much Better Home . . . What Finer Gift than Release from Drudgery? . . . Hide it away 'Til Christmas . . . How to be Popular After Christmas . . . Christmas Bell Ringers . . . Remember the Forgotten Man . . . It Won't Be Long Now . . . Electrical Gifts Prolong the Joy of Christmas . . . Make a Place for Fine Tools in Your Gift Picture . . . Could Any Gift Be More Practical Than an Electric Range . . . The Ideal Reflection of the Christmas Spirit — Shaving Mirror . . . First Aid for Last-Minute Shoppers . . . G-A-M-E-S and T-O-Y-S Always Spell Merry Christmas . . . Last Call for Christmas.

NAIL SET

REFER TO HT 579



Prospects: Carpenters, mechanics, home craftsmen, etc.

Description: The new "Non-Slip" Nail Set No. 433 can be used with dent headed nails or ordinary flat headed nails. The conical point, driven into the head of nail, will not slip or slide, and the large square head prevents rolling. Knurling on body gives a sure, comfortable grip. Hammer-forged from alloy steel, hardened and tempered. Bright polished heads and points. Available in three sizes: 2/32", 3/32" and 4/32" points.

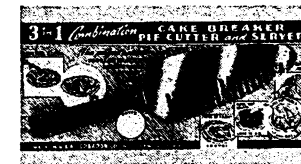
Package and Shipping Weight: 1 doz. in box.

Suggested Retail Price: 15c each; dealer's cost per doz. \$1.17.

Mayhew Steel Products, Inc., Shelburne Falls, Mass.

CAKE BREAKER

REFER TO HT 580



Prospects: Housewives.

Sales Features: This "3 in 1" combination cake breaker, pie cutter, and server cuts the softest cakes or hardest icings without crumbs or breaking, and cuts pies and pastries clean. Faster and easier to use — only a gentle pressure is needed. Suitable as a gift, or a bridge prize. Stainless steel blade, "Mirro" finish; plastic handle in red, green, ivory, or black.

Package and Shipping Weight: Packed individually in gift box; wt. 1 doz., 3 lbs; 3 doz. to carton.

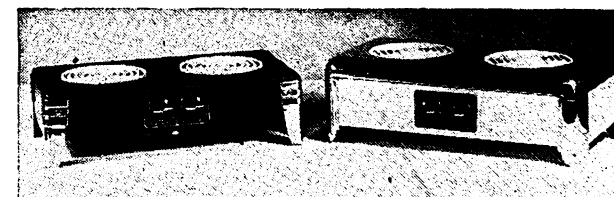
Suggested Retail Price: 75c each; dealer's cost \$4.50 per doz., f.o.b. Phoenix, N. Y.

Suppliers: Wholesalers.

Coradon Co., Inc., Rm. 1416, 71 W. 23rd St., New York City.

HOT PLATES

REFER TO HT 581



Prospects: Apartments, housekeeping rooms, etc.

Description: New styling is a feature of two twin-unit Electric Hot Plates just added to the G-E line. Model No. D70 (right) is equipped with two 6½" porcelain surface units, one rated at 1000 watts and the other at 650 watts. The 1000-watt unit is controlled by a three-heat reversible rotary switch, the 650-watt element by a rotary reversible "on" and "off" switch. Cooking top, bright chrome finish; attractive front switch panel; side panels, white enamel. Model No. D71 (left), with the same electrical rating and equipment as D70, has chrome-plate legs, and top and sides finished in black enamel.

Suggested List Prices: D70, \$9.95; D71, \$7.95.

Suppliers: Wholesalers.

General Electric Co. Appliance & Merchandise Dept., Bridgeport, Conn.

GLAZIERS' CHISEL

REFER TO HT 582



Prospects: Carpenters, glaziers, home owners, farmers, etc.

Description: A new heavy blade chisel, No. 58, for such work as easing up window sashes, cleaning out old putty, and for smoothing sash for glass, is announced. Blade and tang are forged in one piece from fine chisel steel. Heavy wings on tang lock blade in handle and prevent turning. Handle of pre-shrunk hickory, capped with three leather washers; in natural color, finished with clear lacquer. Blade 1-3/4"; overall 9-3/4."

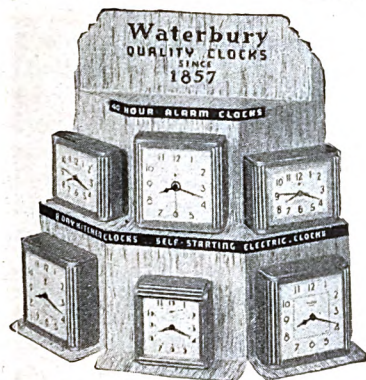
Weight and Package: 1 lb., 1 in a box.

Suggested Retail Price: \$1.75, slightly higher west.

Stanley Tools, New Britain, Conn.

CLOCK DEAL

REFER TO HT 583



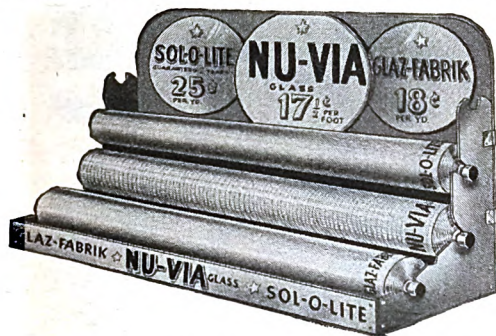
Dealer Helps: A new assortment of 12 Waterbury Clocks, No. 44-S, is now available to dealers. Six of these clocks are displayed on stand, which may be used for either counter or window showing. The clocks in this assortment are said to be unusually attractive.

Total Retail Value: \$23.20; dealer's cost \$13.17.

The Ingersoll-Waterbury Co., Waterbury, Conn.

GLASS SUBSTITUTE DEAL

REFER TO HT 584



Dealer Helps: A special three-roll Glass Substitute Deal, with a free wood dispensing rack, is being offered to dealers as an aid to increase sales, as well as making it easy and convenient to dispense the three products. It contains a roll of extra heavy "Sol-O-Lite," a roll of "Nu-Via" Glass, and a roll of "Glaz-Fabrik." Refills obtainable. Other dealer helps: national advertising.

Total Retail Value: \$25.75; dealer's cost for complete deal \$15.70.

Sol-O-Lite Mfg., 1452 N. Cicero Ave., Dept. H-2, Chicago, Ill.

SCANNING THE FIELD for Ideas

HOW LIVE-WIRE DEALERS INCREASED STORE TRAFFIC

"LOOK FOR YOUR NUMBER"—A West Virginia Hardware dealer recently sent out an announcement of a mark-down sale. This called attention to a number printed in the corner and invited the customer to come to the store and look around. If he found an article bearing that number, he could have the article with the store's compliments. Many came to look for numbers and remained to buy.

NICKNAMES PROMOTE BUSINESS—To promote informal, friendly service, a dealer in Atlanta, Ga., finds it helpful to get customers to call salespeople by their nicknames, so each clerk has pinned to his coat a badge bearing his nickname. Even in newspaper advertising, the store uses first names. The dealer claims people buy more when they're on that basis with "help."

CHECKS FOR 5 CENTS—A circular letter mailed by a hardware store in Minneapolis enclosed a check (perfectly good) for 5 cents. The letter began: "Please accept with our compliments the check enclosed, which you may use toward the purchase of any item over 50 cents in our stock. We only ask that you bring it in—don't send it."

GIVE CUSTOMERS A VOICE—Place a "Sale Suggestion Box" in your store, and request the customer's suggestions on what they would like to have placed on sale. Then, once a month, hold a "Special Request Sale." Your customers will like the idea of having a voice in the matter.

SELLING SHELF WARMERS



Most hardware dealers have, somewhere, in their store some items which simply won't move. Some dealers politely call them "shelf warmers"—others speak of them as "lemons," "sucker items," "cats and dogs," or "white elephants."

A dealer in Iowa City, Ia., decided to dispose of "lemons" with his "Cat and Dog Sale." He advertised the sale in a local newspaper, using the heading shown above. The ad read: "'Cats and Dogs' we jokingly call them . . . items of unwanted merchandise which 'hound' us day after day . . . 'eat' up our profits . . . and occupy valuable space. To us they are sad mistakes . . . things you didn't want. In desperation we've decided to drag these 'pups' of all breeds out into the open, and give 'em the works!" Among the items offered in the ad were: "Mongrel kitchen utility cabinets . . . a real bargain,—we said at \$5.75. Guess you didn't think so. Take 'em for \$3.89."

Early this year a dealer in North Attleboro, Mass., ran a "Sucker Sale." A front page ad stated: "I sure was a sucker to buy some of the merchandise I bought the last few years. 'Boys,' I said, calling the fellows around me, 'Let's get rid of this stuff and make room for new items. items. We've got to sell it. I want you fellows to shut your eyes and put any price you can think of on this merchandise. We'll make the regular sales look silly.' Did they go to town? And how! Look at these prices and you'll agree with me. Drop in and see for yourself."

REFER TO HT 585



and FREE Displays

The ALL AMERICAN Line with its new, exclusive features is bound to receive the tremendous approval of American Craftsmen. Because they want the biggest value for every cent they spend, they'll buy the ALL AMERICAN as soon as it is put on display. And since every Dealer insists upon profitable fast sellers, the striking Red, White and Blue Displays will be delivered free to Dealers who feature the ALL AMERICAN Line. Large Card displays actual Rule.

Write for Bulletin TODAY!

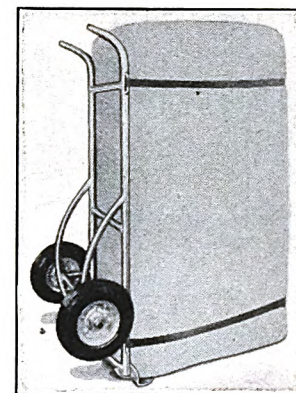


EAGLE RULE MFG. CORP.

513 Hunts Point Avenue • New York, N. Y.

REFRIGERATOR TRUCK

REFER TO HT 586



Sales Features: Any size refrigerator, up to 11 cubic feet, can be moved easily with the aid of this new Model No. 229 Refrigerator Hand Truck. Light in weight, yet sturdily constructed of all steel, with all joints fusion welded. Bright aluminum finish. Sweeping axle hangers facilitate loading and unloading from delivery truck. Metal guard prevents denting of linoleum or floor when loaded truck is moved from vertical to horizontal position. Roller bearing wheels equipped with 12" pneumatic tires.

Weight: 60 lbs.

Suggested Retail Price: \$24.60 F. O. B. Washington, Missouri.

Moellenbrock & Wilke, Dept. H, Washington, Mo.

RADIO

REFER TO HT 587



Prospects: Homes, travelers, sportsmen, vacationists, etc.

Description: The case of this AC-DC Battery Portable Model 5Y1 is covered with a "Pyroxylin" coated imitation alligator fabrikoid, waterproof finish; leather handle. Special sliding front panel protects set when not in use. Has manual tuning with full vision dial; standard broadcast band coverage, 530-1600 K. C.; 5" magnetic dynamic speaker; 7-tube performance with 5 tubes; built-in loop antenna. Dimensions: 13" high with handle, 13" wide, 6 1/2" deep. 105 to 125 volts, 50-60 cycle.

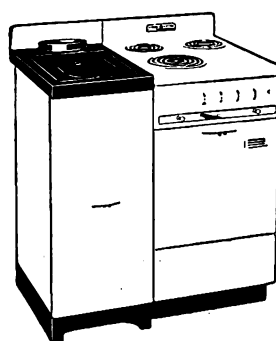
Suggested Retail Price: \$29.95 F.O.B. Chicago.

Suppliers: Wholesalers.

Stewart-Warner Corporation, 1828 W. Diversey Blvd. Chicago, Ill.

KITCHEN HEATER

REFER TO HT 588



Prospects: Homes, farms, summer camps and cottages, etc.

Description: A circulating Kitchen Heater, designed to be installed with any G-E electric range model, and to burn either coal or wood, has been announced. It is recommended for those sections of the country and under those circumstances where electricity is employed for cooking purposes, but a source of kitchen heat for cold days is necessary. Will comfortably heat extra-large kitchens, and may be installed on either side of electric range. Door, side panels, and backplasher of heater are white porcelain enameled; top finished in black porcelain enamel, with blued lids. Overall dimensions: 25" deep, 15" wide, and 39 1/2" high to top of backplasher.

Suppliers: Wholesalers.

General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

THE BUSINESS DIGEST

(Continued from First Page)

From November 17-23 prepare fall house cleaning and heating needs in anticipation of cold weather. In addition to all packaged cleaning aids show new vacuum and hand-vac combinations, sweepers and indoor and outdoor brooms. For comfortable heat demonstrate space heaters, heating pads, air conditioners. Display snack sets to warm the inner man. Snow brings calls for shovels and scrapers, door mats, tools for the basement. Fireplace accessories, charcoal and briquettes will be in demand.

Thanksgiving Day on November 21st (by presidential proclamation) should be preceded with well planned promotions. Swing into Christmas promotions the day after Thanksgiving Day. Promote early those items which require time to deliver, such as monogrammed wares. Dress up major appliances with colored paper and ribbons; show ranges, refrigerators, vacuums, sun lamps, laundry equipment and table appliances as gift suggestions; other electrical gifts such as boudoir needs, door chimes. Push bath ensembles, bar accessories, salad sets, toast and jam trays, gadgets as stocking stuffers.

PUT THIS ARMY OF "APPLIANCE SANTAS" TO WORK SELLING FOR YOU THIS FALL

December's Holiday appliance market spells unprecedented opportunity. December — last month in the year — is first in point of sales or practically all over-the-counter electrical appliances.

PEORIA PAINT CONCERN EMPLOYS MODERN ACCOUNTING SYSTEM

If you could instantly give any customer the total balance due on his account and at the same time tell him just how much paint he used on any particular job, you would consider that you had an accounting system perfect in convenience. That is the kind of system in use by N. E. Born Paint Company, Peoria, Illinois, of which N. E. Born is president. For complete information ask for Bulletin No. 7.

TIMELY TIPS ON OIL HEATER SELLING

Start your sales effort early and give oil heaters prominent display. Emphasize the desirability of modern equipment as contrasted with the many annoyance "features" of old-fashioned stoves. Canvass the resort areas, tourist camps, filling stations and rural schools.

LOSSES FROM POOR SALES NEVER RETURN

Many dealers, looking for an alibi for their lack of salesmanship in giving away their legitimate profits in excessive allowances on trade-ins often look to manufacturers for a remedy. Manufacturers are endeavoring constantly to instill into their dealers' minds the importance of adequate accounting methods and the dangers involved in wild trading, bad debts, "side" notes, special discounts to "friends" and other poor merchandising practices. Send for copy of table showing sales required to equalize wasted dollars. Ask for Bulletin No. 8.

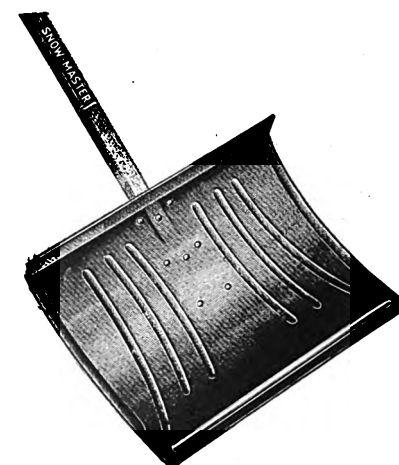
3 CENT GADGET TABLE TRADE MAGNET

In the first year Mr. E. C. Weaver merchandised the gadget department at M. T. Garvin & Company, Lancaster, Pennsylvania, he made a 35% increase.

Mr. Weaver believes that this department is one that draws traffic into the store rather than, as many stores maintain, a department which is dependent upon traffic.

SNOW SHOVEL

REFER TO HT 589



Prospects: Farms, homes, industrial and public buildings, etc.

Description: The blade of the "Snow Master" is constructed of high carbon spring steel. The "embossed" edge protects and insures a straight working edge, preventing warping or curled corners. The 36" handle and grip are made of high grade ash. Heavy gauge steel shoe is closely and firmly fastened to blade with six extra heavy rivets. Blade size, 18"x16"; finished in black baked enamel; trimmings on blade and sides of handle-grip in red enamel.

Package and Shipping Weight: 6 shovels to bundle; wt. 70 lbs. per doz.

List Price: \$1.00.

Quasi Mfg. Co., Inc., 6041-51 Grand Ave., Chicago.

VACUUM CLEANERS

REFER TO HT 590



Dealer Helps: An all-metal display stand, No. 7219, designed to hold both Models E65 and E50 Universal "Clean Air" Cleaners and Attachments, may be used as a window or on-the-floor display. All attachments are visibly displayed and their use explained. In the center there is a full-colored, action photograph of cleaner in use, to attract customer's attention. Cost of display, \$3.50.

Suppliers: Wholesalers.

Landers, Frary & Clark, New Britain, Conn.

METAL COATING

REFER TO HT 591



Prospects: Farmers, owners of industrial plants, factories, garages, etc.

Description: I-B-M Asphalt Metal Coating is especially prepared for metal roofs. Maker describes it as "pure asphalt dispersed in water under a patented process." This process produces a smooth uniform product ready for easy application, either by brush or spray. In the wet state, it may be thinned by the addition of water, but after drying, a thoroughly waterproof film is produced. Maker claims that it will not check or crack, and that metal coated with this product is positively protected from rust and external deterioration.

Dealer Helps: Descriptive folder; displays.

Package and Shipping Weight: 1 and 5 gal. cans; 30 and 55 gal. drums; wt. 9 lbs. per gal.

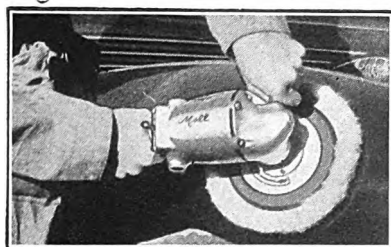
Suggested Retail Price: 60c per gal. in 5 gal. cans.

Suppliers: Wholesalers.

Benjamin Foster Co., 2000 Erie Ave., Philadelphia, Pa.

POLISHER

REFER TO HT 592



Prospects: Garages, body and fender repair shops, schools, office and factory buildings, cabinet makers, aircraft industries, and industrial plants.

Description: With the new Mall Polisher, No. 12560, and its many attachments, it is possible to polish, sand, trim, grind, and do general maintenance work. All attachments quickly interchangeable. Light in weight, and said to be perfectly balanced for easy operation on 110 volt AC or DC, or 220 volt AC or DC. Standard equipment: 15 ft. 3 conductor rubber covered cord with plug, 7" diameter polishing pad, 8" x 1/2" felt pad, 8" diameter sheep's wool polishing disc, and clamp screw for fastening attachments.

Shipping Weight: 15 lbs.

Suggested Retail Price: \$58.00; with wet attachments \$68.00.

Suppliers: Wholesalers.

Mall Tool Company, 7715 So. Chicago, Ave., Chicago.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Business for the month was reported "good" in general and sales were said to be above last year. Bath shop merchandise received much attention. Best sellers in this department were Cordura shower curtains at \$3.95 (Fabricated Products Co., Chicago) and \$1.89 bath scales.

Stores predict a large amount of business for chrome sets and numerous sales are beginning to substantiate this prediction.

Fall sale of housewares pulled good response with all advertised items selling well. WearEver aluminum specials attracted crowds. Among best selling items were; \$3.99 woven fibre hamper with Pearlline Top and serpentine front (Pearlwick Corp., Brooklyn, N. Y.); \$2.69 Detecto bath scale in matching colors (Detecto Scales, Brooklyn, N. Y.); \$3.99 to \$5.99 enameled steel cabinets with round corners and double doors, 3 sizes—36", 48", 60" (M. Kamenstein, Laurel Hill, N. Y.); \$2.99 for 3-pc. WearEver aluminum covered saucepan set, 2, 3, and 4-qt. sizes with covers (Aluminum Cooking Utensil Co., New Kensington, Pa.); \$3.79 electric Silex coffee maker with chromium trim, 8-cup size, stove included (Silex Co., Hartford, Conn.).

Electrohot electric stove at \$19.95 sold steadily. This is regular \$28.70 list price number in chromium and black, complete with utensils (Swartzbaugh Mfg. Co., Toledo) Vita-Glas juicer and corer at 24c is a new, steady-selling gadget made of clear plastic. Tube-shaped item has serrated edge which is inserted into fruit and turned slightly. When fruit is squeezed with hand, juice flows freely through tube (Renwal Distributing Co., 27 W. 24th St., New York).

Portable showers, bath mats and seat covers mentioned as active items. Washers and gas ranges, were advertised extensively, small portable "Handy-Hot" (Chicago Electric, Chicago) proving especially popular. Steel wardrobes, Frigidaires, and aluminum sets were featured in advertising.

Housewares department promoted gas ranges, electric washers, and refrigerators with response reported as good. Demonstrations in the appliance section attracted much attention among women shoppers.

Biggest items were electric refrigerators and gas ranges; electric roasters playing a close second. Apartment-size washers proved best sellers in this line, advertised at \$9.98 and \$11.98. Semi-annual sale promotions served to stimulate general volume of business, with kitchen needs moving most freely.

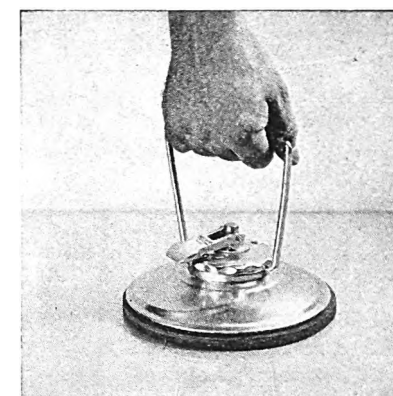
HERE ARE THE BEST SELLERS

Best Sellers mentioned by buyers to correspondents collecting this information are listed below:

Item	Retail
Earthenware Casserole	\$ 1.00
Ironing Board	2.50
Utility Chest	2.00
Ironing Board Cover	1.25
Kitchen Step-Stool	3.95
Ga. Floor Wax	1.15
Automatic Iron	3.00 6.50
Floor Mop	2.00
Metal Kitchen Stool	1.00
Register Shields	1.00
Curtain Stretcher	2.00
Kitchen Utensil Set	17.00
Enamelware80
Glass Ovenware	All Prices
Aluminum Utensils	1.00 2.00
Steel Closet	6.00
Paste Wax	1.40
Garbage Can	1.00
Bath Scale	3.00
Step-on-can	2.00
Adjustable Table	4.00
Door Chimes	1.75
Table Broiler	4.00

LIFTER

REFER TO HT 593



Sales Features: The new "Red Devil" vacuum cup holder or lifter is said to be a safe, sturdy lifting device, capable of holding as much weight as a strong man can lift. It literally puts a handle on all kinds of glass as well as marble, granite, and various smooth-surfaced articles whose weight makes lifting, pushing, raising, lowering or carrying awkward and difficult. It is also effective in handling wallboard and other materials on which the strong vacuum cup can get a grip. Available in three models, with chromium-finished body and 5/16" thick base of tough, durable rubber; ample sized swivel handle with rubber grip. No. 412 model has 4" vacuum disc, and may be carried in user's pocket. No. 413 comes with 6" disc, and No. 414, with 7" disc.

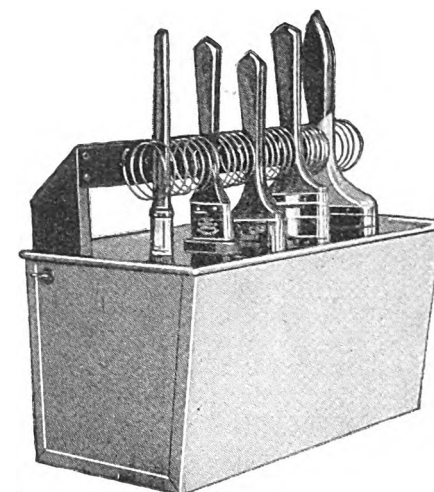
List Price: No. 412, \$7.00; No. 413, \$11.20; No. 414, \$15.00.

Suppliers: Wholesalers.

Landon P. Smith, Inc., Irvington, N. J.

BRUSH PRESERVER

REFER TO HT 594



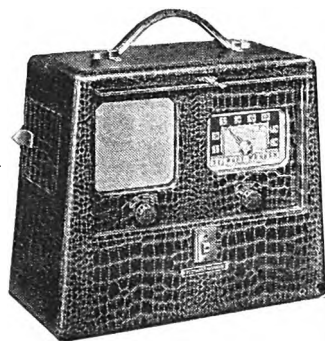
Prospects: Painters, artists, farmers, mechanics, janitors, home owners, vocation schools, factories, etc.

Description: The "Yankee Brushkeep" is a rigidly constructed, all-metal container that does away with the necessity of cleaning brushes before storage and also makes brushes ready for instant use at all times. The brushes are suspended in the preserving agent from a series of gripper coils mounted on a bar at top of container. One-sided tension of coils accommodates any size or shape brush handle; brushes are held firmly so that they do not rest on bristles. Available in two sizes: 7" holds 6 brushes, 12", 12 brushes.

Charles F. Hindle, Oakland Place, Stratford, Conn.

RADIO

REFER TO HT 587



Prospects: Homes, travelers, sportsmen, vacationists, etc.

Description: The case of this AC-DC Battery Portable Model 5Y1 is covered with a "Pyroxylin" coated imitation alligator fabrikoid, waterproof finish; leather handle. Special sliding front panel protects set when not in use. Has manual tuning with full vision dial; standard broadcast band coverage, 530-1600 K. C.; 5" magnetic dynamic speaker; 7-tube performance with 5 tubes; built-in loop antenna. Dimensions: 13" high with handle, 13" wide, 6½" deep. 105 to 125 volts, 50-60 cycle.

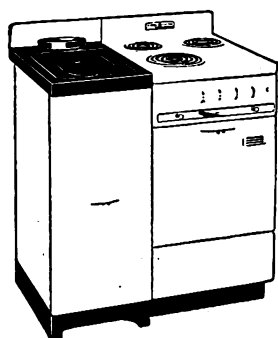
Suggested Retail Price: \$29.95 F.O.B. Chicago.

Suppliers: Wholesalers.

Stewart-Warner Corporation, 1828 W. Diversey Blvd. Chicago, Ill.

KITCHEN HEATER

REFER TO HT 588



Prospects: Homes, farms, summer camps and cottages, etc.

Description: A circulating Kitchen Heater, designed to be installed with any G-E electric range model, and to burn either coal or wood, has been announced. It is recommended for those sections of the country and under those circumstances where electricity is employed for cooking purposes, but a source of kitchen heat for cold days is necessary. Will comfortably heat extra-large kitchens, and may be installed on either side of electric range. Door, side panels, and backplasher of heater are white porcelain enameled; top finished in black porcelain enamel, with blued lids. Overall dimensions: 25" deep, 15" wide, and 39½" high to top of backplasher.

Suppliers: Wholesalers.

General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

THE BUSINESS DIGEST

(Continued from First Page)

From November 17-23 prepare fall house cleaning and heating needs in anticipation of cold weather. In addition to all packaged cleaning aids show new vacuum and hand-vac combinations, sweepers and indoor and outdoor brooms. For comfortable heat demonstrate space heaters, heating pads, air conditioners. Display snack sets to warm the inner man. Snow brings calls for shovels and scrapers, door mats, tools for the basement. Fireplace accessories, charcoal and briquettes will be in demand.

Thanksgiving Day on November 21st (by presidential proclamation) should be preceded with well planned promotions. Swing into Christmas promotions the day after Thanksgiving Day. Promote early those items which require time to deliver, such as monogrammed wares. Dress up major appliances with colored paper and ribbons; show ranges, refrigerators, vacuums, sun lamps, laundry equipment and table appliances as gift suggestions; other electrical gifts such as boudoir needs, door chimes. Push bath ensembles, bar accessories, salad sets, toast and jam trays, gadgets as stocking stuffers.

PUT THIS ARMY OF "APPLIANCE SANTAS" TO WORK SELLING FOR YOU THIS FALL

December's Holiday appliance market spells unprecedented opportunity. December — last month in the year — is first in point of sales or practically all over-the-counter electrical appliances.

PEORIA PAINT CONCERN EMPLOYS MODERN ACCOUNTING SYSTEM

If you could instantly give any customer the total balance due on his account and at the same time tell him just how much paint he used on any particular job, you would consider that you had an accounting system perfect in convenience. That is the kind of system in use by N. E. Born Paint Company, Peoria, Illinois, of which N. E. Born is president. For complete information ask for Bulletin No. 7.

TIMELY TIPS ON OIL HEATER SELLING

Start your sales effort early and give oil heaters prominent display. Emphasize the desirability of modern equipment as contrasted with the many annoyance "features" of old-fashioned stoves. Canvass the resort areas, tourist camps, filling stations and rural schools.

LOSSES FROM POOR SALES NEVER RETURN

Many dealers, looking for an alibi for their lack of salesmanship in giving away their legitimate profits in excessive allowances on trade-ins often look to manufacturers for a remedy. Manufacturers are endeavoring constantly to instill into their dealers' minds the importance of adequate accounting methods and the dangers involved in wild trading, bad debts, "side" notes, special discounts to "friends" and other poor merchandising practices. Send for copy of table showing sales required to equalize wasted dollars. Ask for Bulletin No. 8.

3 CENT GADGET TABLE TRADE MAGNET

In the first year Mr. E. C. Weaver merchandised the gadget department at M. T. Garvin & Company, Lancaster, Pennsylvania, he made a 35% increase.

Mr. Weaver believes that this department is one that draws traffic into the store rather than, as many stores maintain, a department which is dependent upon traffic.

SNOW SHOVEL

REFER TO HT 589



Prospects: Farms, homes, industrial and public buildings, etc.

Description: The blade of the "Snow Master" is constructed of high carbon spring steel. The "embossed" edge protects and insures a straight working edge, preventing warping or curled corners. The 36" handle and grip are made of high grade ash. Heavy gauge steel shoe is closely and firmly fastened to blade with six extra heavy rivets. Blade size, 18"x16"; finished in black baked enamel; trimmings on blade and sides of handle-grip in red enamel.

Package and Shipping Weight: 6 shovels to bundle; wt. 70 lbs. per doz.

List Price: \$1.00.

Quasi Mfg. Co., Inc., 6041-51 Grand Ave., Chicago.

VACUUM CLEANERS

REFER TO HT 590



Dealer Helps: An all-metal display stand, No. 7219, designed to hold both Models E65 and E50 Universal "Clean Air" Cleaners and Attachments, may be used as a window or on-the-floor display. All attachments are visibly displayed and their use explained. In the center there is a full-colored, action photograph of cleaner in use, to attract customer's attention. Cost of display, \$3.50.

Suppliers: Wholesalers.

Landers, Frary & Clark, New Britain, Conn.

METAL COATING

REFER TO HT 591



Prospects: Farmers, owners of industrial plants, factories, garages, etc.

Description: I-B-M Asphalt Metal Coating is especially prepared for metal roofs. Maker describes it as "pure asphalt dispersed in water under a patented process." This process produces a smooth uniform product ready for easy application, either by brush or spray. In the wet state, it may be thinned by the addition of water, but after drying, a thoroughly waterproof film is produced. Maker claims that it will not check or crack, and that metal coated with this product is positively protected from rust and external deterioration.

Dealer Helps: Descriptive folder; displays.

Package and Shipping Weight: 1 and 5 gal. cans; 30 and 55 gal. drums; wt. 9 lbs. per gal.

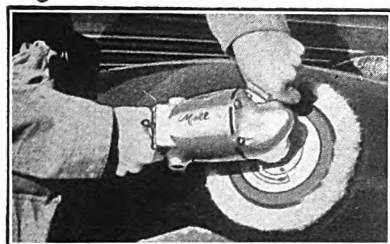
Suggested Retail Price: 60c per gal. in 5 gal. cans.

Suppliers: Wholesalers.

Benjamin Foster Co., 2000 Erie Ave., Philadelphia, Pa.

POLISHER

REFER TO HT 592



Prospects: Garages, body and fender repair shops, schools, office and factory buildings, cabinet makers, air craft industries, and industrial plants.

Description: With the new Mall Polisher, No. 12560, and its many attachments, it is possible to polish, sand, trim, grind, and do general maintenance work. All attachments quickly interchangeable. Light in weight, and said to be perfectly balanced for easy operation on 110 volt AC or DC, or 220 volt AC or DC. Standard equipment: 15 ft. 3 conductor rubber covered cord with plug, 7" diameter polishing pad, 8" x 1/2" felt pad, 8" diameter sheep's wool polishing disc, and clamp screw for fastening attachments.

Shipping Weight: 15 lbs.

Suggested Retail Price: \$58.00; with wet attachments \$68.00.

Suppliers: Wholesalers.

Mall Tool Company, 7715 So. Chicago, Ave., Chicago.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Business for the month was reported "good" in general and sales were said to be above last year. Bath shop merchandise received much attention. Best sellers in this department were Cordura shower curtains at \$3.95 (Fabricated Products Co., Chicago) and \$1.89 bath scales.

Stores predict a large amount of business for chrome sets and numerous sales are beginning to substantiate this prediction.

Fall sale of housewares pulled good response with all advertised items selling well. WearEver aluminum specials attracted crowds. Among best selling items were; \$3.99 woven fibre hamper with Pearlline Top and serpentine front (Pearlwick Corp., Brooklyn, N. Y.); \$2.69 Detecto bath scale in matching colors (Detecto Scales, Brooklyn, N. Y.); \$3.99 to \$5.99 enameled steel cabinets with round corners and double doors, 3 sizes—36", 48", 60" (M. Kamenstein, Laurel Hill, N. Y.); \$2.99 for 3-pc. WearEver aluminum covered saucepan set, 2, 3, and 4-qt. sizes with covers (Aluminum Cooking Utensil Co., New Kensington, Pa.); \$3.79 electric Silex coffee maker with chromium trim, 8-cup size, stove included (Silex Co., Hartford, Conn.).

Electrohot electric stove at \$19.95 sold steadily. This is regular \$28.70 list price number in chromium and black, complete, with utensils (Swartzbaugh Mfg. Co., Toledo) Vita-Glas juicer and corer at 24c is a new, steady-selling gadget made of clear plastic. Tube-shaped item has serrated edge which is inserted into fruit and turned slightly. When fruit is squeezed with hand, juice flows freely through tube (Renwal Distributing Co., 27 W. 24th St., New York).

Portable showers, bath mats and seat covers mentioned as active items. Washers and gas ranges, were advertised extensively, small portable "Handy-Hot" (Chicago Electric, Chicago) proving especially popular. Steel wardrobes, Fridgidares, and aluminum sets were featured in advertising.

Housewares department promoted gas ranges, electric washers, and refrigerators with response reported as good. Demonstrations in the appliance section attracted much attention among women shoppers.

Biggest items were electric refrigerators and gas ranges; electric roasters playing a close second. Apartment-size washers proved best sellers in this line, advertised at \$9.98 and \$11.98. Semi-annual sale promotions served to stimulate general volume of business, with kitchen needs moving most freely.

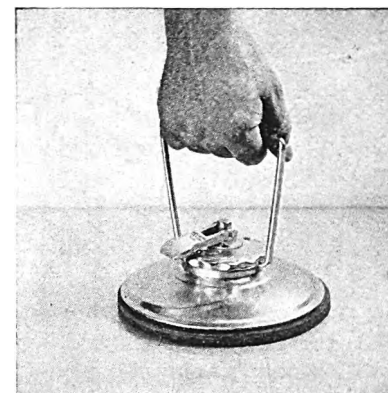
HERE ARE THE BEST SELLERS

Best Sellers mentioned by buyers to correspondents collecting this information are listed below:

Item	Retail
Earthenware Casserole	\$ 1.00
Ironing Board	2.50
Utility Chest	2.00
Ironing Board Cover	1.25
Kitchen Step-Stool	3.95
Ga. Floor Wax	1.15
Automatic Iron	3.00 6.50
Floor Mop	2.00
Metal Kitchen Stool	1.00
Register Shields	1.00
Curtain Stretcher	2.00
Kitchen Utensil Set	17.00
Enamelware80
Glass Ovenware	All Prices
Aluminum Utensils	1.00 2.00
Steel Closet	6.00
Paste Wax	1.40
Garbage Can	1.00
Bath Scale	3.00
Step-on-can	2.00
Adjustable Table	4.00
Door Chimes	1.75
Table Broiler	4.00

LIFTER

REFER TO HT 593



Sales Features: The new "Red Devil" vacuum cup holder or lifter is said to be a safe, sturdy lifting device capable of holding as much weight as a strong man can lift. It literally puts a handle on all kinds of glass as well as marble, granite, and various smooth-surfaced articles whose weight makes lifting, pushing, raising, lowering or carrying awkward and difficult. It is also effective in handling wallboard and other materials on which the strong vacuum cup can get a grip. Available in three models, with chromium-finished body and 5/16" thick base of tough, durable rubber; ample sized swivel handle with rubber grip. No. 412 model has 4" vacuum disc, and may be carried in user's pocket. No. 413 comes with 6" disc, and No. 414, with 7" disc.

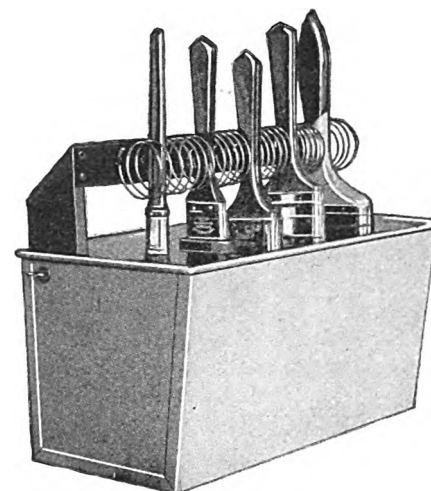
List Price: No. 412, \$7.00; No. 413, \$11.20; No. 414, \$15.00.

Suppliers: Wholesalers.

Landon P. Smith, Inc., Irvington, N. J.

BRUSH PRESERVER

REFER TO HT 594



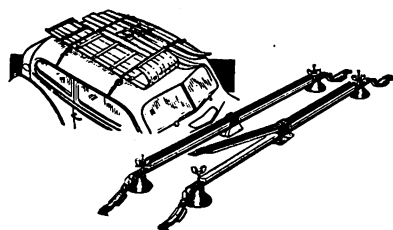
Prospects: Painters, artists, farmers, mechanics, janitors, home owners, vocation schools, factories, etc.

Description: The "Yankee Brushkeep" is a rigidly constructed, all-metal container that does away with the necessity of cleaning brushes before storage and also makes brushes ready for instant use at all times. The brushes are suspended in the preserving agent from a series of gripper coils mounted on a bar at top of container. One-sided tension of coils accommodates any size or shape brush handle; brushes are held firmly so that they do not rest on bristles. Available in two sizes: 7" holds 6 brushes, 12", 12 brushes.

Charles F. Hindle, Oakland Place, Stratford, Conn.

CAR TOP CARRIER

REFER TO HT 595

**Prospects:** Sportsmen.

Description: A new ski, toboggan, and surf rod carrier has been added to manufacturers' regular line of Car Top Utility Carriers for boats, luggage, ladders, lumber, advertising signs, etc. This carrier, No. 312, is securely mounted to metal tops of automobiles by four large vacuum cups, and doubly secured by rubber insulated anchoring hooks over doors. Four pairs of skis, or two pairs of skis and a toboggan are securely clamped between sponge rubber insulated steel channel frames. Fits all car models with steel tops. Easily removed, as no bolts or permanent fastenings are required. Does not mar car finish.

Package and Shipping Weight: 1 in a shipping carton, 8 lbs.

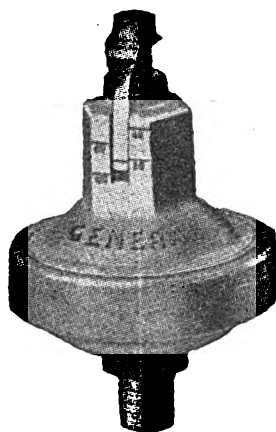
List Price: \$5.00, 10% higher west of Rockies.

Suppliers: Wholesalers.

Wesbar Stamping Corp., Dept. HT, West Bend, Wis.

WATER HAMMER SILENCER

REFER TO HT 596

**Prospects:** Homes, apartments, etc.

Sales Features: The General "Silencer" is claimed to positively and permanently eliminate water hammer by absorbing the shock when a faucet is turned off—no matter how quickly. It is a mechanical device, and does not depend upon air cushion. It is said to be leak-proof and rust-proof, water coming in contact with non-corrosive materials only—adjustable for various pressures—suitable for hot and cold water lines—equally effective on rigid pipe and copper tubing. Two sizes: No. 2, threaded $\frac{1}{2}$ " capacity, $\frac{1}{2}$ " - $\frac{3}{4}$ " - 1" service lines; height 6"—No. 3, threaded 1" capacity, $1\frac{1}{4}$ " - $1\frac{1}{2}$ " - 2" service lines; height 10".

Dealer Helps: Descriptive folder.

General Fittings Company, 123 Georgia Ave., Providence, R. I.



KITCHENWARE—All items in the new "Fleurette" line of kitchenware ensembles are offered in attractive, two-color combinations, lithographed in Geranium Red and Leaf Green on white background.

Owens-Illinois Glass Co., Toledo, Ohio.

Specify HT 597 when using Reader Service Form pages 8-9

LAWN SPRINKLER—The "Matilda" Duck Lawn Sprinkler is said to spray the lawn evenly, and operates on all water pressures. It is made of rustless metal and has a brass unit with bronze ball bearings in neck, where head revolves. Life size, $14\frac{1}{2}$ " long x $9\frac{1}{2}$ " tall.

Lee Specialty Co., 1570 S. First St., Milwaukee, Wis.

Specify HT 598 when using Reader Service Form pages 8-9

TOASTER—The "Coronet" electric toaster, No. E1321, has new, attractive lines, trimmed with decorative "Platina" panel. It holds a large slice of bread, $5" \times 4\frac{3}{4}"$, and opening the rack turns the toast.

Landers, Fray & Clark, New Britain, Conn.

Specify HT 599 when using Reader Service Form pages 8-9

COFFEE MAKER—A new, fully automatic glass coffee maker employs a magnetic switch mechanism, which eliminates the necessity of keeping close watch on the appliance and turning it off at the exact moment when water passes to the upper bowl. Another feature is the brew compensator, which makes possible any brew capacity from two to eight cups. A warming element of approximately 75 watts keeps the brew at a desirable temperature until the time for serving, even though it be hours later.

General Electric Co., Appliance & Merchandise Dept. Bridgeport, Conn.

Specify HT 600 when using Reader Service Form pages 8-9

TRACING CLOTH CONDITIONER—For preparing the surface of tracing cloth prior to inking, a new tracing cloth conditioner has been produced. The "IXL" Conditioner is made from a specially treated, extra fine metal wool from which all oil and impurities are said to be removed. The small metal brush, furnished with the outfit, is used to clean the conditioner, which requires only a few seconds.

David White Co., Inc., 315 W. Court St., Milwaukee, Wis.

Specify HT 601 when using Reader Service Form pages 8-9

BATTERY—An emergency starting battery for garages, motor fleet owners, and service stations engaged in road service, just introduced, contains four cells, and supplies eight volts in contrast to the three cells and six volts of the ordinary battery. The extra voltage will save expense and undue delay by starting the automobile motor instantly.

The B. F. Goodrich Co., Akron, Ohio.

Specify HT 602 when using Reader Service Form pages 8-9

WASHER—A temperature indicator, a washing timer, and a spring-equipped cord reel are featured in a new double-tub washer of the spin-basket type, Model AW-1012. A new-designed spin-basket tub cover, which functions as a drain-board, adds to the utility of the new machine.

General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

Specify HT 603 when using Reader Service Form pages 8-9

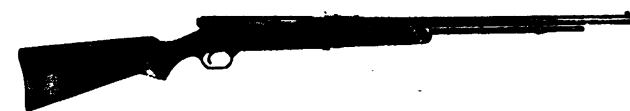
RADIO—A new, compact, self-operating portable set, the "Lightweight Champion," weighs only $4\frac{1}{2}$ pounds. Despite its small size—only $8\frac{3}{4}"$ high x $4\frac{3}{8}"$ wide x 4" deep—it is said to possess exceptional tone quality and plenty of volume. A colorful display now available to dealers is die-cut to fit around the set; printed in autumn shades of brown, orange and yellow.

Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.

Specify HT 604 when using Reader Service Form pages 8-9

RIFLE

REFER TO HT 605

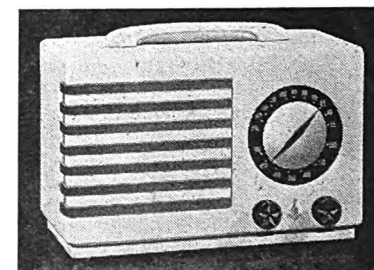


Sales Features: A new line of Springfield guns, built to handle the .22 shot charge used in miniature wing shooting is announced. Guns are especially bored to provide efficient patterns. Especially attractive is the automatic model, an adaptation of the Springfield Model 87 Automatic .22 Rifle, with which shooter is able to fire several shots in succession merely by pulling trigger for each shot, giving him time for at least two shots at flying targets. For shooting galleries, this model is particularly advantageous for its faster daily turnover of cartridges.

The Savage Arms Corp., J. Stevens Arms Division, Chicopee Falls, Mass.

RADIO

REFER TO HT 606



Description: "The Patriot" is available in three different (red, white and blue) color combinations: basic blue with white and red; basic white with red and blue; basic red with white and blue. Cabinet, which is made of "Monsanto" plastic, is $11\frac{1}{2}"$ wide, $7\frac{3}{8}"$ high and $5\frac{3}{8}"$ deep. Has a new type illuminated dial and a convenient carrying handle. Other features include a large dynamic speaker, built-in loop antenna, two watts beam power output. AC-DC superheterodyne.

Dealer Helps: "Uncle Sam" window and store display streamers, broadside, newspaper mats, etc.

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

ROLL PAPER HOLDER

REFER TO HT 607



Sales Features: With the new "Androck" Roll Paper Holder, it is merely necessary to push the roll on the holder. Permanently attached to an extra-heavy wire wall support, the roller runs free, without danger of dropping or losing essential parts. Design and construction are simple, with nothing to get out of order or break; parts are bright nickel plated.

The Washburn Company, Worcester, Mass. and Rockford, Ill.

THE BRIEF CASE—Continued

CHISELS—Two new thin blade, butt paring chisels, just announced, are made in two styles: No. 161 Tang Chisel with thin 2½" blades, made in 11 sizes ¼" to 2"; No. 160 Socket with thin 2¾" long blades in 11 sizes ¼" to 2". Blades are forged in one piece from high grade electric furnace tool steel. In addition to open stock, a display box for counter or window use, holding 6 chisels of either style, is available.

Stanley Tools, New Britain, Conn.

Specify HT 608 when using Reader Service Form pages 8-9

MIXING VALVE—When installed at the water heater or hot water storage tank, this mixing valve automatically mixes hot and cold water so that the temperature of the mixed water supplied to all hot water fixtures is always uniform. Available in ¾" and 1½" sizes.

General Fitting Co., 123 Georgia Ave., Providence, R. I.

Specify HT 609 when using Reader Service Form pages 8-9

REFRIGERATOR—The new refrigerator, Model LCH-6, has the moist-cold refrigerated freshener-shelf, and will be offered to the public for fifty dollars less than any other Philco model with this feature. Features of the new model include: three types of cold, an automatic temperature control, and full length patented "conservador."

Philco Corp., Tioga & C Sts., Philadelphia, Pa.

Specify HT 610 when using Reader Service Form pages 8-9

PLANT FOOD—"Manna" is a new soil tonic and plant food that can be used for soilless growing. The new product, an odorless, balanced, concentrated fertilizer in handy tablet form, and fortified with Vitamin B-1, is put up in colorful packets—25-cent sellers—mounted on easel back display card. Dollar size, retail, is also offered.

Jean Maclean Vitamins, Dept. MH., Bridgeton, Ind.

Specify HT 611 when using Reader Service Form pages 8-9

RADIO—A new camera-sized model, JB-410, with molded plastic case, is small enough and light enough to be carried about anywhere without effort. A built-in "beamscope" antenna is located in door and operates at maximum efficiency only when door is open; door latch acts also as a power switch. It has a total weight of 4½ pounds, including batteries. List price, \$19.95.

General Electric Co., Radio & Television Dept., Bridgeport, Conn.

Specify HT 612 when using Reader Service Form pages 8-9

COFFEE BREWER—A new coffee brewer for home use, named the "Step Saver," has the electric unit incorporated in the serving tray. The bottom of the special decanter (lower glass) "nests" into the heating element on one side, and into the built-in rest on the other. The brewer is brought to the table with the coffee in the upper glass and water in the lower glass, ready for brewing and serving at the table.

Corv Coffee Brewer Corp., 325 No. Wells St., Chicago, Ill.

Specify HT 613 when using Reader Service Form pages 8-9

HEATER—One "Kisco" V-Type "Q-T" Heat Recirculator does the work of two units—projecting two streams of heat at right angles to each other. It is sturdily constructed, well proportioned, and its streamlined design harmonizes with modern interiors.

Kisco Company, Inc., 39th St. at Chouteau Ave., St. Louis, Mo.

Specify HT 614 when using Reader Service Form pages 8-9

RADIO-PHONOGRAPH—A new table-type home recording radio-phonograph combination, Model J-629, at a slightly higher price than the portable-traveling case model released a few months ago, offers added refinements and is designed as a permanently-installed receiver and phonograph for the home.

General Electric Co., Radio & Television Dept., Bridgeport, Conn.

Specify HT 615 when using Reader Service Form pages 8-9

Ideas FOR AGGRESSIVE ADVERTISERS GLEANED FROM NEWSPAPERS EVERYWHERE

BEHOLD

Two men did have oats to sow. One started disking while the other did wait for repairs. The repairs came when the other started seeding. When the seeding was done, so was the disking, and the rains did come, and for many days and nights neither could get in his field. One field did turn green and the Oats grew while the other was barren. The harvest came. He that had sown early did fill his bin to overflowing, while the other had chaff.

Verily, verily, I say unto you get those repairs early.

Lasby Hardware Co.

Every Little Girl Wants A Doll For Christmas!

And Here They Are In A Grand Pre-Christmas Showing!

Hundreds and hundreds of them! Dolls that will delight the heart of every little girl . . . and big girls, too!

We urge you to come in NOW . . . while our stock is at its very peak . . . while you can shop leisurely . . . Make your purchase and we will gladly hold it for you

Use Our Convenient LAY-AWAY PLAN

Just a SMALL DEPOSIT will hold your purchase until December 24.

Pheasant Season Opens on Nov. 15th

Perhaps you, too, had difficulty last year with careless and irresponsible hunters overrunning your property and endangering livestock with their shooting as well as endangering your life. This year why not post your ranch with Orland Unit

No Hunting Signs

These signs conform to the the California Penal Code, and when properly posted protect you against illegal trespassing. They allow you and your friends to hunt as always.

Getting Thanksgiving Dinner So Easy For the Modern Housewife!

What a contrast—the serene, carefree countenance of the modern housewife—and the wrinkled face of the round-shouldered house-drudge of yesterday!

Gas Has Lifted the Load—has made it possible, for instance, in the modern gas range, to cook a Thanksgiving Dinner for twelve with less labor and far more certainty of results, than to prepare a luncheon for three on the old-fashioned kitchen stove.

The new automatic gas ranges are virtually self-cooking. Their automatic devices minimize the time women must spend in the kitchen and the cost is so little.



YOUR THANKSGIVING TURKEY AND ALL THE TRIMMINGS

IT'S YOUR MONEY! SPEND IT WHERE IT WILL Do You the Most Good

Yes - it's early - but what are you going to buy her for Christmas?

Here's an easy way

Thanksgiving Ideas!!

Idea No. 1—Cook your Thanksgiving Day feast on a Sunflame Badger Gas Stove.

Idea No. 2—Cook your Thanksgiving turkey in a Wisco Enamelled Roaster—Price only 59c.

Idea No. 3—Cook the "trimmings" in Pyrex-ware. Perhaps you haven't noticed the greatly reduced prices on all Pyrexware. Pyrex casseroles are now only 50c and up, with other pieces correspondingly low.

•We have three used Speed Queen Electric Washers at really bargain prices.

Fortney Hardware Co.



ARE YOUR FARM IMPLEMENTS IN A-1 SHAPE FOR THIS YEAR'S WORK?

If Not—See us for Plows and Farm Implements and Tools of all Kinds. Harness and Everything to Gear up THIS TEAM

ELLIS MEARES HARDWARE CO.

This is NATIONAL Father & Son Week

FATHERS AND SONS of this community — We congratulate you for the way you have worked, shoulder to shoulder, during the past several years to succeed, though it meant many sacrifices. . . . We like the sentiment that prompted the Father's and Sons' Banquet given the football boys and their Dad last Wednesday evening.

Fathers and Sons — Congratulations!

—day and Monday 1940.

Christmas Lay-A-Way Plan

REMEMBER LAST YEAR? Remember how you fought crowds of last minute shoppers . . . and that smart little gift you wanted for Mother completely sold out—no chance to replace? Remember the other disappointments and inconveniences which you resolved would never happen again? Remember how you resolved to do your shopping in November next year, like all smart and thrifty shoppers do?

THIS IS NOVEMBER!!! And it's time to put that into actual practice.

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PUSH BUTTON

REFER TO HT 616



Prospects: Doctors, dentists, lawyers, home owners, and for use on individual apartment doors, etc.

Description: A new illuminated bakelite push button, the "Eaglite," No. 120, eliminates the necessity of hunting for house numbers at night. Name and house number are written on translucent plate by the owner, and a small lamp inside illuminates the plate and the transparent push button. Easily installed as any ordinary button — no extra wiring necessary. Operates on all bells and chimes from 6 to 14 volts — also supplied in higher voltages. Measures 3-3/4"x1-7/8", in brown or ivory.

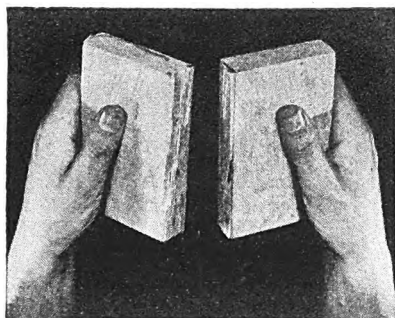
Package and Shipping Weight: 1 to box, 10 to carton; std. pkge. 100, wt. 15 lbs.

Suggested Retail Price: Brown, \$1.00; ivory \$1.25 — complete with bulb.

Eagle Electric Mfg. Company, Inc., 59-79 Hall St., Brooklyn, N. Y.

PLASTIC GLUE

REFER TO HT 617



Prospects: Carpenters, cabinet-workers, building maintenance men, home owners, manufacturers of picture frames, toys and novelties, furniture, millwork, boats, sporting goods, etc.

Description: "Weldwood" Plastic Glue is a cold-setting resin adhesive that requires no separate hardener, no heat and no waiting time before application. When properly applied, it will stand up permanently under conditions which only a genuine plastic can endure. It is rotproof, stain-free, economical and waterproof. It comes in the form of a finely divided powder that is easily mixed in cold water, and can be used immediately after mixing, as its chemical setting action begins the moment the water is added.

Dealer Helps: Merchandising program, including advertising, point-of-sale displays, and other dealer helps.

Package and Shipping Weight: Capped cans.

Suggested Retail Price: 10c, 25c, 50c and 85c per can
United States Plywood Corp., Weldwood Div., 616 W. 46th St., New York, N. Y.

THE BRIEF CASE—Continued

REFRIGERATOR—A new low-priced, six cubic-foot refrigerator, heretofore available in limited areas only, will now be supplied generally to all distributors. With quick trays, vegetable pan, water bottle, leftover dishes, and other accessories, the new refrigerator is the least expensive porcelain model ever marketed by makers.

General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

Specify HT 618 when using Reader Service Form pages 8-9

CIRCUIT BREAKER—A new, small circuit breaker, called "Quicklag," designed primarily for the protection of lighting, appliance, and motor circuits in homes, buildings, stores, and factories, successfully combines for the first time, in a single unit, a cooperative magnetic and thermal trip. It is available in ratings of 15, to 35 amperes, single pole only, 250 volts AC and 125 volts DC.

Westinghouse Elec. & Mfg. Co., Dept. 7-N-20., East Pittsburgh, Pa.

Specify HT 619 when using Reader Service Form pages 8-9

SPRINKLERS—Like tulip bulbs growing about the lawn—that's the effect produced by scattering a number of these new "Tulip Sprinklers" throughout the garden. Made with heavy cast iron base, plastic head, and special brass diffusing disc that produces a high, wide, misty spray—covering an area of approximately 40 feet at normal city pressure. Plastic heads available in six assorted colors; base in green enamel.

H. B. Sherman Mfg. Co., Battle Creek, Mich.

Specify HT 620 when using Reader Service Form pages 8-9

ABRASIVES—"Controlled Abrasives" is claimed to a revolutionizing step in the manufacture of steel shot and grit. By this new process, standard shot and grit is now so controlled that each size is given the correct processing, in order to produce the best degree of toughness and hardness in relation to its size.

National Metal Abrasive Co., 3560 Norton Rd. Cleveland, Ohio.

Specify HT 621 when using Reader Service Form pages 8-9

RADIO TUBE—A new receiving tube, No. 6AE7GT, is announced. A combination triode driver, this tube is housed in a T9 bulb.

Emerson Radio & Phon. Corp., 111-8th Ave. New York, N. Y.

Specify HT 622 when using Reader Service Form pages 8-9

VALVE—A new bronze globe valve, No. 531-P, just introduced, has a full-plug type seat and disc, designed for throttling services on high temperature and high pressure steam lines; also suitable for use on high pressure lines carrying boiler scales and other gritty substances. Descriptive literature will be sent on request.

Reading-Pratt & Cady Division, American Chain & Cable Co., Inc., Reading, Pa.

Specify HT 623 when using Reader Service Form pages 8-9

METAL TRIM—A new metal trim, trademarked "Chrom-edge," has been designed primarily for mounting flat rimmed sinks into table or cabinet tops and can be readily formed into factory-formed, one-piece sink frames. A folder describing this item, with prices, is now available.

The B. & T. Floor Trim Co., Columbus, Ohio.

Specify HT 624 when using Reader Service Form pages 8-9

WIRING DEVICES—A number of new wiring device items include a polarized twin convenience outlet and cap, new weatherproof sockets with a metal enclosure, a new pin-type weatherproof socket, and several switches and outlets on molded box covers for insulated systems.

General Electric Co. Appliance & Merchandising Dept., Bridgeport, Conn.

Specify HT 625 when using Reader Service Form pages 8-9

CAR HEATERS—As an outstanding feature of the "South Wind" Heater Models 780 and 781, just announced, is a new, more effective defroster system, said to eliminate "blind driving."

Stewart-Warner Corp., 1828 W. Diversey Blvd., Chicago, Ill.

Specify HT 626 when using Reader Service Form pages 8-9



FLUE BRUSH—Climaxing several months of research, a new line of "Royal Blue" flue and furnace brushes has been announced. A folder, which outlines briefly the story of "soot," how it governs fuel waste and its control is now available.

Schaefer Brush Mfg. Co., Milwaukee, Wis.

Specify HT 627 when using Reader Service Form pages 8-9

REFRIGERATOR—Chief highlight of the 1941 advertising program will be the year-round refrigerator-sales program, which has been launched because surveys indicate that "Dual Temp" sales have disproved the theory of seasonal refrigerator sales. Included in this program is a finance plan, designed to build holiday volume. "The Only Refrigerator of Its Kind in the World" is the title of an attractive mailing folder now ready for dealers.

Stewart Warner Corp., 1828 W. Diversey Blvd., Chicago, Ill.

Specify HT 628 when using Reader Service Form pages 8-9

BUILDERS' HARDWARE—A handy reference catalog of residence builders' hardware, covering over 100 pages of a new complete line of hardware for the entire inside of the home, printed in many colors, is available to dealers for their customers' inspection.

National Brass Co., Grand Rapids, Mich.

Specify HT 629 when using Reader Service Form pages 8-9

HEATERS—According to the manufacturers, one filling of coal lasts all day and night in coldest weather, when used in a Model 320, cabinet type, Locke "Warm Morning" coal heater. These facts and many others are included in a dealer handout folder entitled "Never A Heater Like This."

Locke Stove Co., 1012 Baltimore Ave., Kansas City, Mo.

Specify HT 630 when using Reader Service Form pages 8-9

HAND POWER UNITS—An all-purpose, continuous-action hand power tool, essential for agriculture and industry, is fully described in a dealer handout folder entitled "Shaffer Come-Along." An 8 1/2"x11" counter card and newspaper mats are also available.

J. E. Shaffer Co., 621 E. Cameron St., Tulsa, Okla.

Specify HT 631 when using Reader Service Form pages 8-9

SYPHON BULBS—The "Sparklet" people have wrapped their 25-bulb package of Red Band Bulbs in an attractive holiday dress, and offer it at \$1.75 list, as an ideal gift suggestion. With 4,000,000 syphon bottles in use, lots of bulbs will be used between now and January 1.

Knapp-Monarch Co., Sparklet Division, St. Louis, Mo.

Specify HT 632 when using Reader Service Form pages 8-9

WATCH DEAL—The current "Mickey Mouse" deal, No. 1189, was planned by the manufacturers well in advance of its release to the trade, and designed to capitalize on the Christmas season interest in watches as well as in the new "Mickey Mouse" pictures. The \$11.89 cost for the entire deal brings a fast-selling assortment to retail at \$17.00. Further details on request.

Ingersoll-Waterbury Co., Waterbury, Conn.

Specify HT 633 when using Reader Service Form pages 8-9

WASHERS—To help dealers sell ABC Washers and Ironers, the manufacturers have compiled an interesting "pull-up" chart which will show your prospect the cost of laundry for one year, ten years or fourteen years when sent away from home.

Altorf Bros Co., Peoria, Ill.

Specify HT 634 when using Reader Service Form pages 8-9

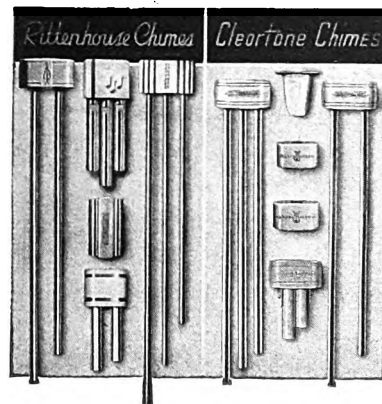
GLASS SUBSTITUTE—The manufacturers of "R-V-Lite Vitapane" open no Fall sales with a special dealer contest and national advertising campaign, reaching consumers through general farm, poultry and state farm papers. Dealers may get \$0.25 extra cash by following five simple rules. Write—

Arvey Corporation, 3462 N. Kimball Ave., Chicago, Ill.

Specify HT 635 when using Reader Service Form pages 8-9

DOOR CHIMES

REFER TO HT 636

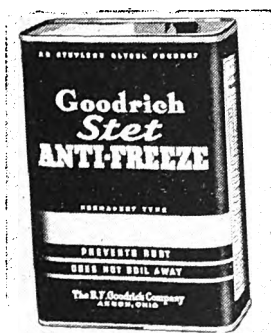


Dealer Helps: A number of attractive counter and wall displays are offered to dealers to stimulate sales of "Cleartone" and "Rittenhouse" lines of Electric Door Chimes. Displays are furnished completely wired and equipped with chimes, push buttons and transformer ready to plug in. A free chime is given with each deal to offset a small charge for board. Wall display No. WD-152 (shown above), 48" wide x 55" high overall, is furnished with an order for 11 chimes, with a total list price of \$61.50; net charge for board, \$3.50; free \$3.95 chime. Other dealer helps: descriptive literature.

The A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y.

ANTI-FREEZE

REFER TO HT 637

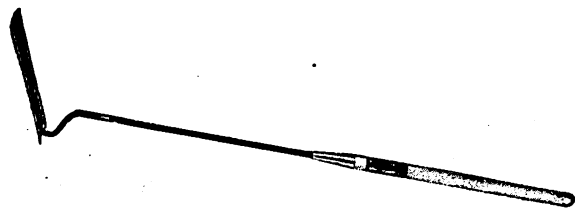


Sales Features: "Stet," a new ethylene glycol anti-freeze is described as being of the permanent type — one filling furnishing radiator protection against freezing all winter. Absolutely odorless, the new compound will not evaporate nor boil away, and rust inhibitors prevent rusting.

The B. F. Goodrich Co., Automotive Accessories Division, Akron, Ohio.

GRASS TRIMMER

REFER TO HT 638



Description: The new "Speedy Gras Trimmer" is an improved type with flat, "whippy" shaft and upcurved blade, which will not dig into sod when trimming along walks, flower beds, etc. Also used for leveling grass that is too long for the lawnmower. Heat-treated blade of steel, beveled to a knife-edge at both sides; tempered steel shaft; comfortable round handle of "All-White" ash.

Union Fork & Hoe Co., 525 Dublin Ave., Columbus, Ohio.



ERASS GOODS—A new 1941 brass goods catalog contains several new items; one in particular is the "Tulip Sprinkler," with plastic centers in six colors. The catalog will be sent to dealers upon request.

H. B. Sherman Mfg. Co., Battle Creek Mich.

Specify HT 639 when using Reader Service Form pages 8-9

TOOLS—Forty-eight pages, attractively illustrated, show the best-selling Stanley Tools. This catalog, No. 35, is printed by rotogravure process. Just the tool catalog for dealers to hand out to home craftsmen, vocational school students and other tool users. Dealer's imprint on 100 copies or more at one penny per copy.

Stanley Tools, New Britain, Conn.

Specify HT 640 when using Reader Service Form pages 8-9

TRANSFORMERS—The 1941 catalog of Rittenhouse bell, signaling, toy, and special transformers attractively illustrated, containing 16 pages, 8½" x 11", and also depicting models of their electric door chimes, is available to dealers everywhere.

The A. E. Rittenhouse Co. Inc., Honeoye Falls, N. Y.

Specify HT 641 when using Reader Service Form pages 8-9

TOOLS—An attractive, two-fold, four-page envelope enclosure, or handout, showing armour cutter, switch box supports, fuse clip clamps, fuse pullers, and a dozen other items is available in quantities for dealers.

Ideal Commutator Dresser Co., Sycamore, Ill.

Specify HT 642 when using Reader Service Form pages 8-9

HOSE FITTINGS—A new catalog section showing a complete line of hose fittings for gasoline tank, truck distillate and fuel oil hose has just been published and is now available upon request to manufacturer. Data given includes all pertinent details, which would be sought by a purchaser.

The B. F. Goodrich Co., Akron, Ohio.

Specify HT 643 when using Reader Service Form pages 8-9

SANDPAPER—A recently published booklet entitled "Sandpaper, Its How and Why" contains 32 pages in color. While not a new piece of literature, its illustrations have been brought up to date and copy revised throughout, and is practically a new book. A copy will be mailed to any hardware dealer upon receipt of request.

Behr-Manning Corp. Division of Norton Co., Troy, N. Y.

Specify HT 644 when using Reader Service Form pages 8-9

DISPLAY EQUIPMENT—Complete details of the 1941 line of steel storage and display equipment is contained in the 28th edition of the company's catalog and will be sent to dealers upon request.

Aurora Equipment Co., Aurora, Ill.

Specify HT 645 when using Reader Service Form pages 8-9

BELTING—A new 170-page data book gives alphabetic listings of belt requirements for electric refrigerators, washing machines, water pumps, beer pumps, etc., giving the manufacturer's part number, the belt number and its size in each case. This "V-Belt Data Book" is available upon request.

The B. F. Goodrich Co., Akron, Ohio.

Specify HT 646 when using Reader Service Form pages 8-9

SHOP EQUIPMENT—Modern methods in material handling production aids are shown in a 16-page fully illustrated catalog in colors. Among the many items are shop boxes and stack units. A copy of this catalog is available to dealers mentioning Hardware Today.

All-Steel Equip. Co., Aurora, Ill.

Specify HT 647 when using Reader Service Form pages 8-9

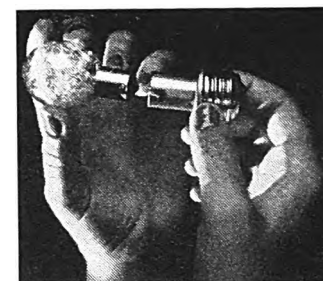
REFER TO HT 648



VAUGHAN NOVELTY MFG. CO. INC.
3211-25 CARROLL AVE. CHICAGO, ILL.

FLASH LAMP ADAPTOR

REFER TO HT 649



Sales Features A new adapter, designed for use of G-E's "Mighty Midget" No. 5 Mazda photoflash lamp, has just appeared on the market. The new adapter properly "positions" the No. 5 lamp with respect to reflector of the average inexpensive flash camera used by amateurs and of many more expensive cameras used by professional photographers.

Suggested Retail Price: 10c.

Frank W. Morse Co., 301 Congress St., Boston, Mass.

KITCHEN UTENSILS

REFER TO HT 650

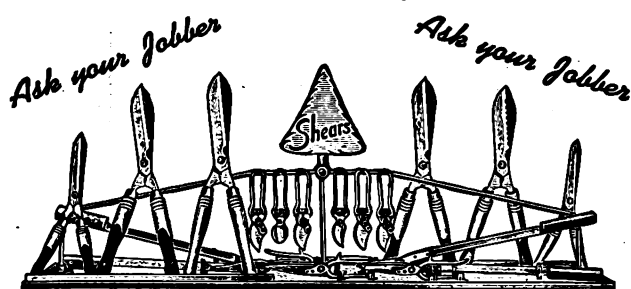


Dealer Helps: Plans have been completed for the 1940 "Mirro" Christmas campaign, the theme of which is "For Gracious Giving and Gracious Living." Three appropriate gift items will be featured for the Holiday Season — the eight and twelve-cup All-Aluminum Vacuum Coffee Makers, Hot Biscuit Server, and Full-Recipe Cookie Press, all possessing the latest "Mirro" features. To tie in with the extensive consumer magazine advertising, a colorful display card, newspaper mats, and an attractive four-color business reply post card are available to dealers.

Aluminum Goods Mfg. Co., Manitowoc, Wis.

REFER TO HT 651

Originators of **Tool Island**, the greatest Tool Sales Plan ever created and . . . PEXTO also gives you Shear-ISLE.



Shear-ISLE

Trade Mark Reg. U. S. Pat. Off.

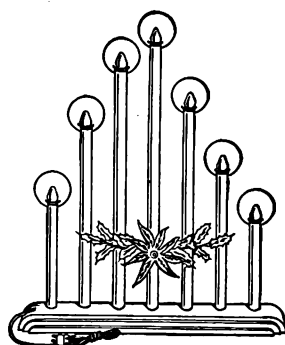
Do not confuse this quality fixture with ordinary "imitation" display offerings. Shear-ISLE and its supporting Shear Sales Plan will bring this business PROFITABLY into your store and keep it there.

It sells Shears.

THE PECK, STOW & WILCOX CO.
SOUTHINGTON, CONNECTICUT

— Since 1785 —

CHRISTMAS DECORATION REFER TO HT 652



Prospects: Homes, stores, etc.

Description: This new Christmas lighting decoration called "Deluxe Halo-Lites," is an electrically illuminated candle set, with crystal-clear plastics surrounding each electric lamp, producing a Neon-like glow, visible from either side. Two-tone ivory and silver candles and base. Lamps burn independently; if one burns out the rest are not affected. Extension tap is provided for adding other sets. Decorated with silver holly spray with red berries and poinsettia. Supplied with one, two, three, and seven candles (No. 3150M, shown above). Height range: 17 1/4" to 24."

Package and Shipping Weight: 6 in standard package. Wt. No. 3150M, 37 lbs.

Suggested Retail Price: No. 3150M, \$3.00.

Suppliers: Wholesalers.

Royal Electric Company, Inc., 91 Grand Ave., Pawtucket, R. I.

SELLING PLAN

for RETAIL HARDWARE SALESMEN

Six Types of Customers and How to Handle Them

In addition to the general principles involved in making an adjustment, sometimes special tactics must be employed with different types of customers.

Angry Customers. An angry customer is possibly the easiest to handle. His temper will soon cool under the proper treatment. Frequently those who appear to be the most irate often become the most agreeable before the matter is closed. Be sure to keep your own temper always. When the angry customer sees that you are entirely willing to make the adjustment in a fair, satisfactory, courteous way, his anger will be gone.

Apologetic Customers. The customer who comes to you with an apology is usually embarrassed because he finds it necessary to make the complaint. He may not even say he wants an adjustment, but you will be making a very great mistake if you do not insist upon adjusting the matter entirely to his satisfaction. If you dare take advantage of the polite way in which he has made the suggestion that some of your merchandise was not as good as it should be, he will say very little, but will resent it and you will probably lose his trade.

Important Customers. Many men and women think they are very important and they want the dealer and his clerks to recognize their importance. The matter of an adjustment is a small matter to one of this standing, but it's the principle of the thing. Flatter them! Play up to their vanity! They will be pleased over the adjustment.

Strictly Business Customers. When a "strictly business" customer enters your store to register a complaint, you should handle it in a strictly business, yet courteous, manner. Remember, "When in Rome do as the Romans do." Explain briefly how you regret the instance and what a pleasure it is to you to make the adjustment. Plain logic usually will appeal more to this type. Be brief and to the point.

Whining Customers. They come in whining about some merchandise they received on a telephone order that they did not think was what it should be. It's sometimes hard to do, but you should sympathize with this whining customer. Sometimes this type will tell you all the troubles they have ever had in their lives. Be sure to sympathize with these misfortunates—they love sympathy. If you convince them that you are sincerely sympathetic, you will not have much difficulty in making a fair adjustment with them.

"Know-It-All" Customers. This customer is absolutely sure of his opinion, and about the worst thing you can do is to convince him that he is wrong. Above all else, don't dispute what this customer says about the merchandise you sent. Express deep regret at having sent it, and tell him he is absolutely right. It seems silly to take this attitude but, nevertheless, it is about the only thing to do.

Printed in U. S. A.

REFER TO HT 653

GO TO THE DOGS for PROFIT!

America's annual bill for dog equipment is more than \$600,000,000. That's big business in any year! Are you getting your share of this high-profit trade? If not, you need the D-D line of Pooch Bars and Dog Beds. Join thousands of dealers cashing in on these items!



No Slip — No Slop

Pooch Bars are clean, sanitary, convenient and attractive. Rubber suction cups fasten to floor, preventing messy spilling of food. Pooch Bars are made in four colors and five styles, with retail prices from 25 cents to \$1.00. Their sturdy metal frames contain gleaming white vitrock bowls, good looking and easy to clean.

D-D DOG BED

Sanitary, healthful, comfortable, indestructible—equipped with cedarized, flea-repellent cushions, suction cups on legs. Three colors. Price range: \$1.50 to \$3.00.

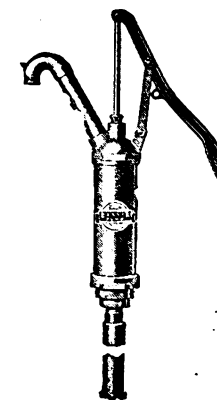


Write for Dealer Prices and Full Details

D-D MANUFACTURING, INC.
5103 LAKESIDE AVE. CLEVELAND, O.

BARREL PUMP

REFER TO HT 654



Prospects: Filling stations, garages, factories, homes, farms, stores, institutions, fleet operators, etc.

Sales Features: This new, low-priced "Banner" Barrel Pump handles all types of non-viscous liquids such as kerosene, gasoline, alcohol, lubricating oils. Simple in operation — priming unnecessary. Has a rigid outlet spout for filling all shapes of containers; 3/4" hose thread connection provides a quick method to fill from tank to truck, or truck to tractor. Sturdy one-piece cast handle, equipped with a locking device that accommodates all types of padlocks. Pump cylinder of steel, one-piece construction.

Dealer Helps: Descriptive literature.

Package and Shipping Weight: Individual cartons; approx. wt. 9 lbs.

Suppliers: Wholesalers.

The Cleveland Brass Mfg. Co., 4679 Hamilton Ave., Cleveland Ohio.

HARDWARE *Today*

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS *Digest*

As Reported by the Trade Press

PLANNING CALENDAR FOR JANUARY

The month of January ranks tenth among the months in potential sales volume with 6.6 per cent of average stores annual sales.

Based on hundreds of advertisements used last January by many large and small retail stores throughout the country, we give you a Planning Calendar of Promotional Events for January:

January 1-4: Divert a good portion of the Christmas gift certificate trade to your store by promoting lasting merchandise that can be used to please the family and aid the home. Many stores dramatize dollar days and clearance sales by running housewares expositions, appliance demonstrations, cooking schools. Big gas and electric range month.

January 6-11: Promote the comforts given winter indoor living and entertaining by your merchandise. Play up a fireplace shop; set up sun lamp section; gather together bar and entertaining accessories into a game room display. Show portable heating equipment. Feature table appliances in connection with table setting displays.

January 13-18: Now is the time for first 1941 drive in closet, bath and house cleaning items. Tie-in activities of these appliances and gadgets with promotions of colorful bathroom ensembles. Open clean-up and paint-up promotions.

January 20-25: Gift giving hasn't ended with Christmas; it's only the beginning.

(Continued on page 10)

**DECEMBER
1940**

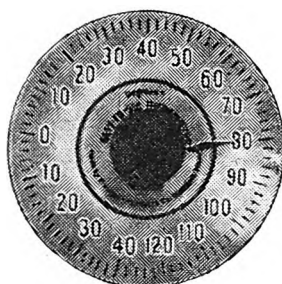
Vol. 1

No. 12



THERMOMETER

REFER TO HT 655



Prospects: Homes, offices, etc.

Description: The large figures of this "Easy-To-See" Outdoor Thermometer are fused into a tempered 3" crystal dial and may be read without effort from a distance of 10 feet or more from inside of room. It is said to be sensitive, accurate, sturdy and stormproof. Can be easily cemented to any convenient spot on outside of window; weatherproof cement for this purpose is included with thermometer.

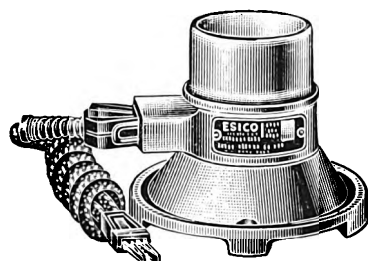
Dealer Helps: Counter display; also a special cellophane window sticker, to be used in connection with one of the No. 0-10 model thermometers—furnished free with orders of four or more No. 0-10, I-10, A-10, or assorted.

Suggested Retail Price: \$1.00 each.

Precision Products Co., Waltham, Mass.

SOLDER POTS

REFER TO HT 656



Prospects: Mechanics.

Sales Features: These "Esico" Solder Pots are designed for production jobs where fast dipping of parts is required, and are said to be highly efficient from a heating standpoint. Equipped with a pilot light which indicates when pot is heating; if the element or supply line fails, light goes out. This feature is of great value to production men, in that quick replacement of the pot or correction of the loss of current is possible before production is affected. Ruggedly constructed. May be screwed to benches, if desired. Supplied in 115 and 230 volts. Model No. 36 shown above—other models available.

Electric Soldering Iron Co., Inc., Deep River, Conn.

CAKE KNIFE

REFER TO HT 657



Prospects: Housewives.

Description: This new "Aer-Flo" Fruit and Cake Knife, made of "Pliablgas," is pliable and will not chip. It is said to be razor-sharp, yet cannot cut the user. Small holes in the blade are designed to end the vacuum ordinarily caused when cutting cake with a flat blade. Supplied in the following colors: crystal, blue, green, and rose.

Plastic Creations, Atlantic City, N. J.

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"V" PULLEYS AND BELTS

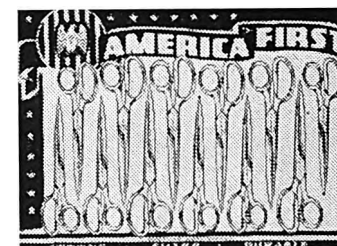
REFER TO HT 658



Dealer Help: The counter display shown above supplies a complete assortment of popular size "V" pulleys, couplers, flange and crown pulleys, and also "V" belts in cartons, which form an attractive two-color counter display. Display is shipped set up. Dealer merely has to insert back panel display behind boxes. As an aid to consumer as well as dealer, the size of each item is printed on container, and the back of each box carries a complete range listing of all desired speeds afforded by various combinations of driven and powered pulleys. Duro Metal Products Co., 2649 North Kildare Ave., Chicago, Ill.

HOUSEHOLD SHEARS

REFER TO HT 659

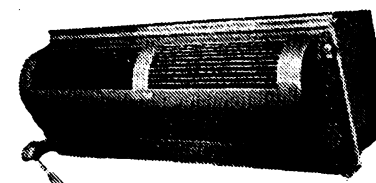


Dealer Helps: Now available to dealers is this new No. 6960 Assortment of "America First" Shears, consisting of 6 pairs each of 7" and 8" oval pattern straight trimmer household shears. They are made of special cutlery material with carbonized cutting edges of even hardness, and are magnetized to pick up steel needles, etc. Handles are attractively finished in red, white and blue.

The Acme Shear Co., Bridgeport, Conn.

VENTILATOR

REFER TO HT 660



Prospects: Homes, offices, etc.

Sales Features: This new room ventilator assures positive cleaning of air through the elimination of pollen and dust, according to manufacturer. It is compact, inexpensive, easily installed, and not affected by outside weather conditions. Mixing of inside and outside air in any desired proportion is possible through single fingertip control. It is claimed to prevent drafts, while still assuring a definite circulation of air.

Carrier Corporation, 302 S. Geddes, Syracuse, N. Y.

MOP WRINGER

REFER TO HT 661



Prospects: Housewives and janitors.

Description: The "Ever-Handy" Mop Wringer is especially designed for household use, relieving housewives of the drudgery of scrubbing and mopping on their knees. Wringer is detachable and is slipped easily on or off pail, without clamps or screws. Wringer will not cause pail to tip over when not in use, and pail may be carried about without removing wringer. Frame of steel, finished in black enamel; wooden rollers. Originally designed for a 12-quart pail, but may be used also on a 10-quart or 14-quart pail.

Dealer Helps: Display cards on request.

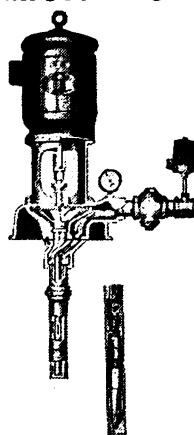
Package and Shipping Weight: 6 to carton; wt. approx. 18 lbs.

Suggested Retail Price: \$1.19.

Suppliers: Wholesalers.

Ever-Handy Mop Wringers, Dept. H, 27 E. 21st St., New York, N. Y.

PUMPS AND WATER SYSTEMS REFER TO HT. 662



Prospects: Rural or suburban homes.

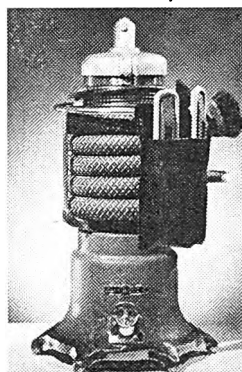
Sales Features: The new "Centri-Jet" Injector Pumps and Water Systems are particularly adaptable for homes built in rural or suburban areas. According to manufacturer, a combination of centrifugal throwing, suction lifting, and pressure pushing permits simplified construction, elimination of belts, gears, plunger rods and leathers, and assures unusually efficient operation. Illustrated above is single tube injector, No. 283, for wells 2" to 4" in diameter. Also available is twin tube injector, No. 280 for wells 4" and larger. "Centri-Jet" pumps are suitable to any conditions or water requirements. Capacities range from 200 to 8,000 gallons per hour.

Dealer Helps: Assortment of new circulars and other advertising material.

Red Jacket Mfg. Co., Davenport, Ia.

VACUUM CLEANER

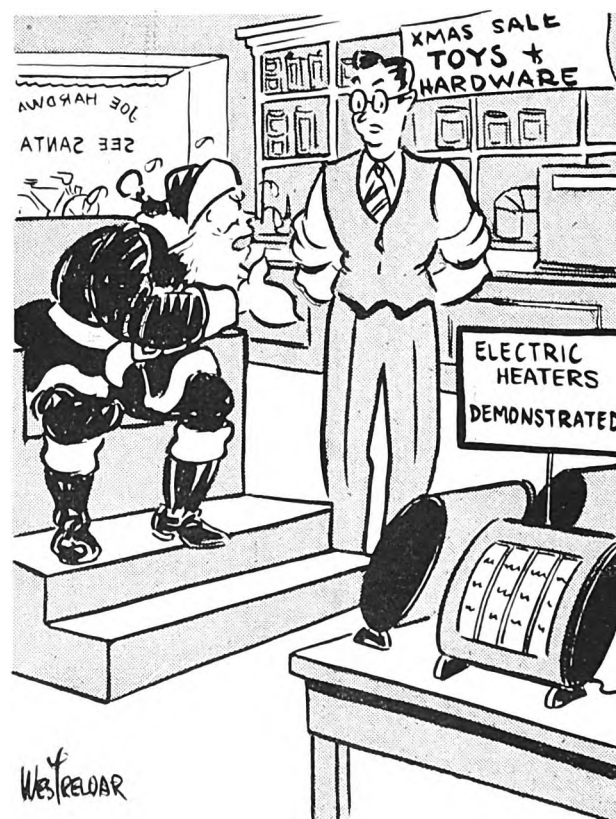
REFER TO HT 663



Prospects: Homes.

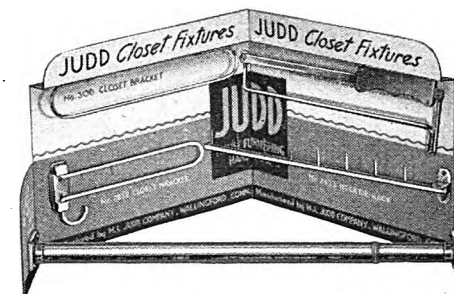
Sales Features: This new home cleaning machine, the "Sanitizer," allows operator to work without moving the radius of more than 500 square feet without moving the cleaner. It is claimed that the new design of this unit permits a more powerful suction and more quiet operation than is possible with other types. The tool equipment is said to cover practically every requirement, and such special cleaning tools as wall brush, crevice nozzle, upholstery nozzle, vee-brush (for venetian blinds, etc.), and others, give a new and wider range of operation to such a unit. The various tools are carried on the cleaner itself so that operator can change from one to another merely by stepping to cleaner. May be also used as a spray for painting, spraying trees, etc. Collected dirt is deposited in a replaceable, sanitary filter-fiber bag, which when filled, is taken out and burned or discarded.

Air-Way Electric Appliance Corp., Toledo, Ohio.

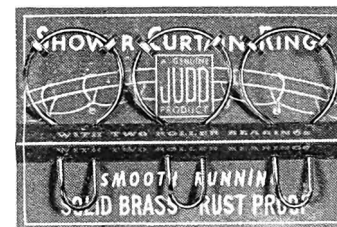


"IT'S HOT IN THIS OUTFIT, AN' YOU DEMONSTRATE THOSE HEATERS, SOME PLACE ELSE, OR GET A NEW SANTA CLAUS!"

REFER TO HT 664



"A place for everything . . . and everything in its place" is more than an adage when Judd closet fixtures are used. Cash-in on the Judd counter display illustrated above. It is included free with your initial order for a representative assortment costing you only \$17.65.

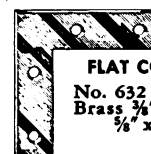


CARDED SHOWER CURTAIN RINGS

No. 395C Carded Shower Bath Curtain Rings. Three rings No. 395 mounted on a blue and white printed card.

Finish: /30 Nickel Plated.

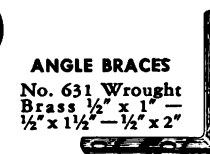
Packed 1 doz. cards in a box.



FLAT CORNERS
No. 632 Wrought
Brass $\frac{1}{2}$ " x 2" and
 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ "



MENDING PLATES
No. 630 Wrought
Brass $\frac{1}{2}$ " x 1 $\frac{1}{2}$ " -
 $\frac{1}{2}$ " x 2" - $\frac{1}{2}$ " x 3"



ANGLE BRACES
No. 631 Wrought
Brass $\frac{1}{2}$ " x 1" -
 $\frac{1}{2}$ " x 1 $\frac{1}{2}$ " - $\frac{1}{2}$ " x 2"

all packed $\frac{1}{4}$ gross in box



SALT & PEPPER SHAKER

REFER TO HT 665



Prospects: Homes, restaurants, etc.

Description: This new combination Salt and Pepper Shaker is practical as well as attractive. Molded of plastic with a bright surface that will not chip, break or wear off. Unaffected by soap, water or contents, and is easily kept bright and clean. Has convenient and practical top filler openings, with leakproof cap. Supplied in the following color combinations: White dual body with red, blue, green or yellow base and filler cap. Height overall, 2 $\frac{7}{8}$ "; length at base, 3"; width at base, 1 $\frac{5}{8}$ "; filler holes, $\frac{3}{8}$ " in diameter.

Package and Shipping Weight: Packed in individual cartons F.O.B. Ferndale, Mich. Shipping wt. 1 doz. 2 lbs., 18 lbs.

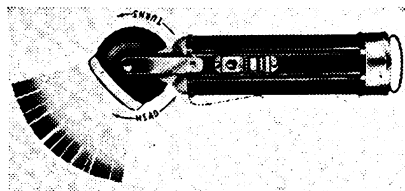
Suggested Retail Price: 29c.

Suppliers: Wholesalers.

Ward Plastic & Rubber Co., 1035 Hilton Road, Ferndale, Mich.

FLASHLIGHT

REFER TO HT 666



Prospects: Home use, servicemen, mechanics, sportsmen, motorists, farmers, etc.

Description: This new "Usalite" Flashlight with "Swivel-Head" projects a prefocused beam straight forward or at any desired angle. May be clipped on belt or pocket, hung on nail, or stood on end, leaving both hands free for other work. Constructed to withstand hard, rough usage; casing and "Swivel-Head" molded of black plastic material, with chromium finished fittings. Has unbreakable plastic lens, special "fixt-focus" lamp and reflector, and three-point safety lock switch.

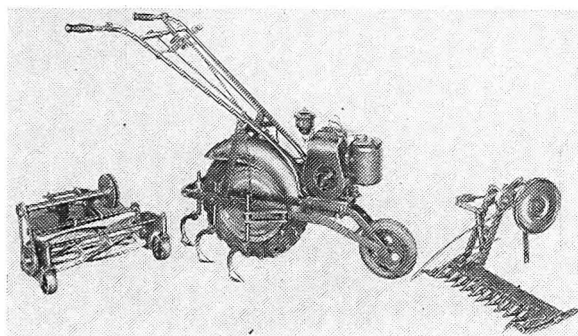
Dealer Helps: Each flashlight individually packaged in an attractive "Turn Head Yourself" carton; counter or window displays, one free with every 6 flashlights.

Suggested Retail Price: \$2.00.

United States Electric Mfg. Corp., 224 W. 14th St., New York, N. Y.

CULTIVATOR-MOWER

REFER TO HT 667



Prospects: Rural and suburban homes, cemeteries, parks, nurseries and estates.

Sales Features: Just being introduced is the "Simplicity Culti-Mower" consisting of one power unit to be used with three self-contained major attachments: motor scythe or sickle bar for cutting tall grass and weeds—power mower (motor driven reel to cut lawns)—power cultivator for cultivating all row crops, tall or low plants, wide or narrow rows. Other operations also possible with the "Culti-Mower," such as seeding, furrow opening, hilling, discing and weeding; also has a power takeoff for running washing machines, pumps, cream separators, etc. Powered with heavy duty 1 H. P. Briggs & Stratton motor. Supplied in complete combination or separately.

Dealer Helps: Direct mail and consumer literature; local and national advertising.

Package and Shipping Weight: "Culti-Mower," with rubber tires, 40 lbs.; 20" rotary lawn mower 48 lbs.; 1-row cultivator 33 lbs.

Suggested Retail Price: "Culti-Mower, with rubber tires, \$79.50; 24" sickle bar \$35.75; 20" rotary lawn mower \$34.75; 1-row cultivator, rubber tire, \$16.50.

Suppliers: Wholesalers.

Simplicity Mfg. Co., 214 Spring St., Port Washington, Wisconsin.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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DECEMBER, 1940

Distribution This Issue—Over 30,000 Copies

MEMBER **CCA**

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of hardware wholesalers.

Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

Copyright 1940 by National Research Bureau, Inc., Chicago

TO STIMULATE DESIRE

"The consumer points to the fact that approximately \$1,500,000,000 are spent annually in advertising—and asks who pays for it. He notes that the manufacturer advertises, the wholesaler advertises, and the retailer advertises — three cases of advertising on the same article — and he plausibly concludes that all these three costs must be added to the cost of the article when bought by the ultimate consumer and user.

"But he overlooks the irregularity in the situation — that this is one of the few cases where you can eat your cake and have it, too.

"Of course the cost of the advertising must be added to the price of the article. But the added cost is very small," said Elon G. Borton, President, Advertising Federation of America, in a recent address.

Sunkist orange growers in California will spend over \$2,000,000 in advertising this coming year—but this means only seven cents a crate or less than half a cent a dozen. The tremendous advertising of cigarettes amounts to about half a cent a package. On a two-dollar watch, the advertising cost is about five cents. So the additional cost of advertising, if added to the other costs, would make no practical change in the retail price.

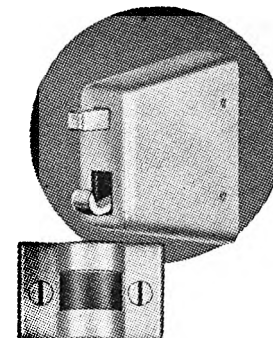
Moreover, and here is the meat of the situation — this advertising usually actually lowers the cost of goods. It does this by increasing the amounts of goods sold — hence increasing the production and thus lowering production cost per unit.

Another frequent criticism of advertising by the false economist is that advertising makes people buy things they cannot afford and could do without. Of course it leads people to buy things they could do without. We could get along with candles or oil lamps, with horses and buggies, with hand-written business letters, with a thousand other things that the early pioneers used. But who wants to do this?

Advertising's job is to lead people to want better things, new improvements and better methods. It is constantly telling people about new products or improved processes and inciting them to reach out for these. It is stimulating new desires, and new wants.

DOOR HOLD

REFER TO HT 668



Prospects: Homes, offices, factories, schools, hospitals, etc.

Description: The "Minuteman Push-Matic" Door Hold is designed for holding all styles and types of doors in a convenient or desired open position, with positive, automatic action. Simple to operate—door is pushed to lock and pushed again to release. Easily installed, and adapts itself to parallel or angular setting of door. Sturdily constructed of steel, in brass or chrome finish. Two models: No. 120 for wall installation; No. 110 for floor attachment.

Dealer Helps: Consumer literature.

Package and Shipping Weight: 20 in carton; 10 to 11 lbs.

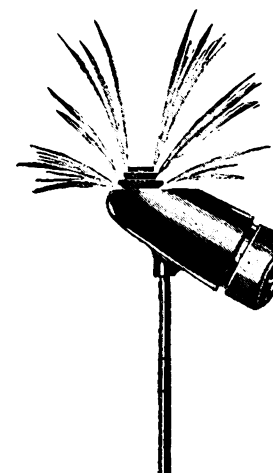
Suggested Retail Price: No. 120, \$2.00; No. 110, \$2.25.

Suppliers: Wholesalers.

Avery and Murphy, Inc., Concord, Mass.

LAWN SPRINKLER

REFER TO HT 669



Prospects: Homes.

Sales Features: The "Rocket" Triple Spray Lawn Sprinkler has been designed to give complete, equalized coverage of a circular area of 30 feet or more. Three brass jets allow water to follow a free course and thoroughly spray areas with maximum efficiency at low or high pressure, leaving no dry spots on watered area. Has no moving parts to wear out. Made of zinc alloy and finished in high luster chrome; jets, of brass. Sprinkler head, 2" overall; spike, 5"x1/8" in diameter. Fits any standard 3/4" hose coupling.

Dealer Helps: Mailing circulars; counter card for displaying 12 sprinklers.

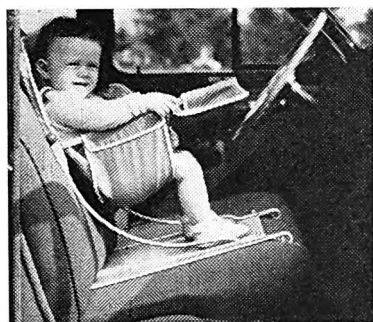
Package and Shipping Weight: 1 or 3 doz. in cartons; wt. 2 3/4 lbs. per doz.

Suggested Retail Price: 50c each.

Doneal Products Co., 7310 Woodward Ave., Detroit, Mich.

BABY CHAIR

REFER TO HT 670



Prospects: Parents

Sales Features: The "Totseat" keeps child absolutely safe while mother goes about her many household duties. Because of its balanced spring construction, there is no danger of baby falling out or upsetting. Metal base and spring frame also provide healthful, rocking-chair action, which is an aid in strengthening untried muscles and developing strong, straight legs; adjustable seat may be raised as baby's legs grow. Also ideal for automobile use and is locked securely into position (as shown above) by the balanced spring construction, without the use of straps. Strong cloth seat and toy tray, supplied in pink, blue or white, are removable for washing. Base and frame of chair finished in ivory, also washable. Suitable for youngsters up to 14 months old.

Dealer Helps: Descriptive circulars, newspaper mats, and pliofilm display covers, gratis.

Package and Shipping Weight: 2 chairs in carton; 1 doz. chairs, 117 lbs.

Suggested Retail Price: \$2.95.

Steelwood Mfg. Co., 10385 Northlawn Ave., Detroit, Mich.

BROILER

REFER TO HT 671



Prospects: Homes, light housekeeping rooms, apartments, etc.

Description: The "Kitchenmaster Junior" Electric Broiler grills, broils, cooks, fries and bakes right at the table. Equipped with a special heating element for broiling. Designed along attractive, modern lines and constructed of polished aluminum. Measures 6" high and 10 1/2" in diameter. Guaranteed by manufacturer to render satisfactory service for one year.

Package and Shipping Weight: 4 lbs. each; 12 to master carton.

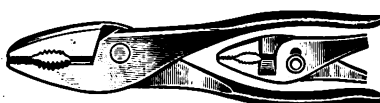
Suggested Retail Price: \$1.99 each.

Suppliers: Wholesalers.

Malley Metal Mfg. Co., 13-19 University Place, New York, N. Y.

PLIER

REFER TO HT 672



Prospects: Mechanics, farmers, etc.

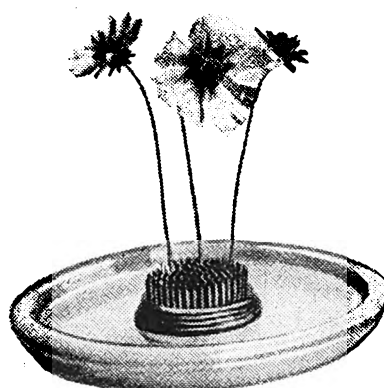
Description: This new slip-joint "Bernard" Plier, No. P-400, is forged from nickel alloy steel, which is hardened and tempered; flush rivet is also hardened and accurately fitted. Has long, narrow jaws with concave grip, deeply serrated for positive hold. Sharpened cutters are an important feature. Handles are broad and smooth, and rest easily in the hand, giving ample grip. Entire tool has blued steel finish.

Suppliers: Wholesalers.

The Wm. Schollhorn Co., 444 Chapel St., New Haven, Conn.

FLOWER HOLDER

REFER TO HT 673



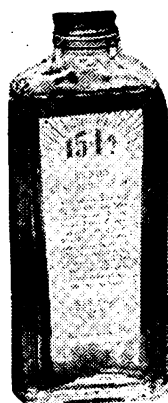
Prospects: Homes.

Description: The base of the "Sta-Z-On" Flower Holder is of colored plastic to harmonize with bowl. It is durable, lightweight, and easy to handle. A rubber vacuum keeps holder rigidly in position, and sharp, pointed rust pins hold flowers in place.

Modglin Co., 3807 Eagle Rock Blvd., Los Angeles, California.

CLEANING WAX

REFER TO HT 674



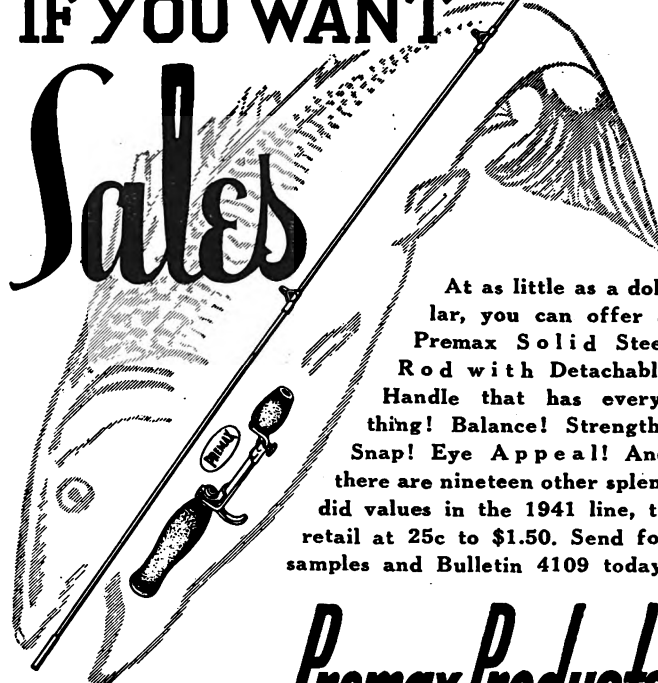
Description: This new "15 & 1" Cleaning Wax is said to clean, wax and polish in one application. It is non-inflammable, non-poisonous and non-explosive. To make the solution, one part of product is added to 15 parts of water.

White-Sun Products Company, 3205 1/2 Troost, Kansas City, Missouri.

PREMAX RODS

With OFFSET HANDLES
IF YOU WANT

Sales



At as little as a dollar, you can offer a Premax Solid Steel Rod with Detachable Handle that has everything! Balance! Strength! Snap! Eye Appeal! And there are nineteen other splendid values in the 1941 line, to retail at 25c to \$1.50. Send for samples and Bulletin 4109 today.

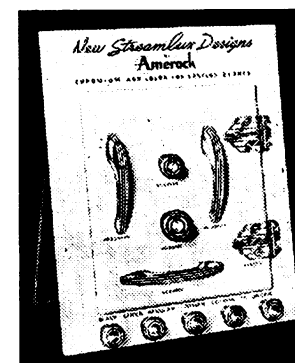
Premax Products

Division of Chisholm-Ryder Co., Inc.
4109 Highland Ave., Niagara Falls, N. Y.

SEND FOR NEW
1941 BULLETIN
NO. 4109

CABINET HARDWARE

REFER TO HT 676



Prospects: Cabinet-makers, contractors and builders, etc.

Description: A new line of cabinet hardware, attractive in design and reasonably priced, has been brought out by "Amerock." Called "Streamlux," it is made of "Neo Die Cast," which is described as "an improved zinc die cast of great strength." In chromium finish, it will not tarnish or rust. All patterns are regularly supplied with black embossed lines, but may also be obtained to order with embossed lines in red, blue, yellow, green, or ivory.

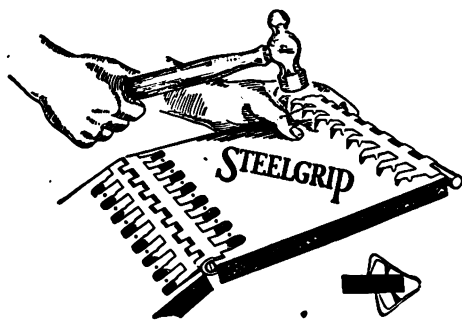
Dealer Helps: For display and demonstration purposes, deal No. 171, consisting of minimum stock (1/2 dozen) of each "Streamlux" item and free model door (illustrated above), is now available to dealers for only regular cost of hardware stock. One of each item mounted on display.

Suppliers: Wholesalers.

American Cabinet Hardware Corp., Rockford, Ill.

BELT LACING

REFER TO HT 677



Prospects: Factories, industrial plants, etc.

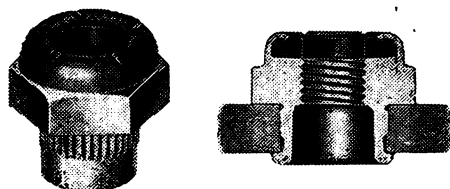
Sales Features: To meet the demand for a belt lacing for a belt $\frac{3}{8}$ " thick, 8" wide, the makers have brought out a new 8" length of their No. 45 "Steelgrip" Lacing. This new 8" length, No. 45-T, eliminates any waste when lacing a belt of this size, as formerly No. 45 was only available in 12" lengths or longer.

Package and Shipping Weight: 4 sets in box.

Armstrong-Bray and Co., 304-10 N. Loomis Street, Chicago, Ill.

ELASTIC STOP NUT

REFER TO HT 678



Description: For fastening sheet-metal assemblies in which the parts must be readily removed and returned to position, a clinch type of self-locking Elastic Stop Nut with knurled shank is offered. To install the nut, a hole is drilled in the structure and the shank pressed into the hole. Mouth of shank is then spread against the back of the structure to effect a clinching hold. The knurling engages the drilled surface and thus assists in eliminating any turning of the nut. Available in a complete range of sizes, thread systems, shank lengths, and materials.

Elastic Stop Nut Corp., 2332 Vauxhall Rd., Union, New Jersey.



"IT'S TO BE BOTH A PRESENT AND A HINT!"

The TREND OF BUSINESS Today

BUSINESS IMPROVEMENTS

On the business and financial pages of the newspapers of the country, nearly every headline talks of business improvement in the United States. Here are a few of them:

"More Trade Loans by Reserve Banks; Rise of 14 Million Dollars in Week. Item Is Highest in Nearly Three Years."
"Shipments by U. S. Steel Units Set 20-Year September High."

"Aircraft and Steel Industries Lead Upturn: Further Expansion Indicated with Inventory Status Held Sound."

"Jobs, Payrolls in N. Y. State Reach New High Levels."

"Reserve Board Business Index Goes Up to 124."

"Men's Wear Backlogs Heavy."

"Bell System, Nation's Power Output, Attains Record Levels."

"Refrigerator Sales Reach New High."

"Bank Clearings Advance 13.6 Per Cent Over '39."

"September Automobile Production Largest for That Month Since 1929."

"Steel Operations Holding Close to Capacity."

"General Electric Co. Books Largest Third Quarter Business in History."

NATIONAL TRENDS

Distributors of hardware and allied products reported July sales up 22½ per cent from July, 1939. This is the twentieth consecutive month in which gains have been reported. Inventories were up 11 per cent and collections were slightly better. Independent hardware dealers throughout the country reported an 11 per cent improvement in sales during July, compared with a year ago.

FACTORY EMPLOYMENT AND PAYROLLS—1923-25—100 (Without adjustment for seasonal variations.) Source: *U. S. Bureau of Labor Statistics*: Unadjusted factory employment index advanced to 104.8 in September, the highest point since December 1939, comparing with 103.5 in August and a year ago 100.2. Payrolls index for September rose to 109.4 from 103.7 in August and 93.8 in September, 1939.

COST OF LIVING—1923—100. Source: *National Industrial Conference Board*. The September combined index of 86.4 shows a slight increase from 86.0 in August and compares with 85.9 in September 1939. Clothing: September, 73.1; August, 73.0; September a year ago, 72.2. Food: September, 80.7; August, 79.9; September, 1939, 80.7. Fuel and Light: 85.3 in September; 84.8, August; and September, 1939, 84.4. Housing: September, 87.0; August, 86.9; September, 1939, 86.5.

AVERAGE WEEKLY EARNINGS OF INDUSTRIAL PLANT WAGE EARNERS—Source: *National Industrial Conference Board*. Current data cover 200 manufacturing plants, representing 25 industries. September weekly average earnings rose to \$28.99 from \$28.58 in August and \$27.58 in September, 1939.

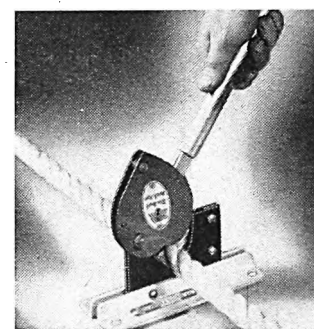
ENGINEERING CONSTRUCTION AWARDS—Source: *Engineering News-Record*. The totals shown account for approximately 60 per cent of all new construction other than small residential. Average weekly awards totaled \$152,167,750 in October comparing with \$92,063,000 in September and \$52,020,000 in October, 1939. Private awards, weekly average: October, \$49,789,000; September, \$26,485,250; October, 1939, \$25,296,400. Public awards weekly average: October, \$10,237,625; September, \$65,577,750; October, 1939, \$33,724,000.

BUILDING MATERIALS—WHOLESALE PRICES—1926—100. Source: *U. S. Bureau of Labor Statistics*. Combined Index includes 86 different quotations. Brick and Tile, 12. Cement, 1. Lumber, 20.—Combined index of 94.6 compares with 93.5 for August and 90.9 in September, 1939. Brick and tile: September, 90.2; August, 90.1; September, 1939, 91.0.

(Continued on next page)

ROPECUTTER

REFER TO HT 679

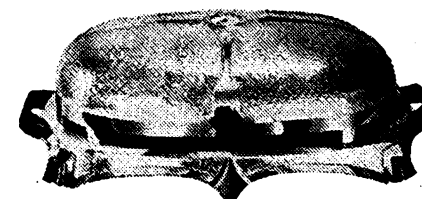


Dealer Help: This specially designed ropecutter, the "Super-Keen," is offered free to dealers for a limited time with an order of 500 pounds or more of H & A rope. This tool, made expressly for cutting rope, has a heavy knife made from best quality cutting steel, with a ground edge, built for long, rugged service. Guard plates are spring controlled to cover knife and keep cutter closed when not in use. Screw or bolt holes in base provide for fastening to floor, wall, counter or any suitable location. Cuts rope up to 2" in diameter easily, quickly, safely.

The Hooven & Allison Co., Xenia, Ohio.

BROILER

REFER TO HT 680



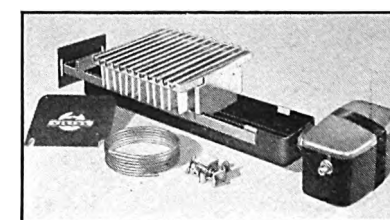
Prospects: Homes, light housekeeping rooms, apartments, etc.

Description: The "Colonial Broil-O-Mat," deluxe model, has a cast aluminum broiler, a newly designed two-way heat unit, heat indicator, and two-way plug. "Hammer-brite" finished cover is easily detached for table service. It has a skirted platter, broiling rack, and black phenolic accessories. Another model, regular, is identical with the deluxe model except that it comes with a single heat unit, and without indicator.

Rival Manufacturing Company, 305 Westport Road, Kansas City, Mo.

HUMIDIFIER FLOAT TANK

REFER TO HT 681



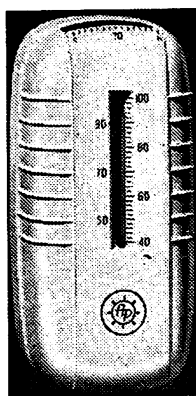
Prospects: Homes.

Sales Features: A new "Viking" Float Tank for use with two-unit humidifiers has been developed. Made of durable plastic material, it is impervious to water, heat and corrosion, and will not chip. Due to its modern appearance—glossy black plastic tank with red cover—and because the float chamber is located outside the furnace casing or plenum, the new tank provides a more attractive humidifier installation.

Viking Air Conditioning Corp., 9500 Richmond Ave., S. E., Cleveland, Ohio.

THERMOSTAT

REFER TO HT 682



Prospects: Homes, offices, hospitals, etc.

Sales Features: The new Thermostat Series 88-S has been completely redesigned for increased operating efficiency and more simplified installation. Among the several changes is a new type of "floating mounting," which consists of a three-point mounting arrangement; this prevents base from warping and throwing units out of calibration. A fiber wiring board fits against wall, simplifying installation, and also acts as an insulator for the wiring. The new "Alnico" magnet used is said to retain its full-capacity magnetism and strength over a much greater period of time than ordinary types of magnets. For convenience, temperature adjustment control has been placed on top of thermostat. Temperature range: units of 2 degrees from 55 degrees to 85 degrees. Die-cast case, finished in cream color.

Automatic Products Co., 2451A North 32nd St., Milwaukee, Wis.

SCREW DRIVERS

REFER TO HT 683



Dealer Help: This new, attractive display of plastic-handle screw drivers is now available to dealers. It is made of natural grain wood with clear lacquer finish; lettering in cardinal red. There are 53 screw drivers in the display, running in size from the pocket size to the 10" blade driver; assortment also contains 3 sizes of Phillips screw drivers. Handles of drivers are made of unbreakable plastic material of clear amber color; will withstand hammer blows without crushing, cracking or splitting, and are electric shockproof and non-absorbent. Blades are made of special alloy steel, hot-forged and tempered to stand rigid tests.

Suppliers: Wholesalers.

The James J. Ryan Tool Works, Southington, Conn.

THE TREND OF BUSINESS

(Continued from page 6)

Cement: Index remained the same in September as August, 90.6 comparing with the year ago figure of 91.3. **Lumber:** In September the index advanced to 104.6 from 100.3 in August and 93.7 in September, 1939.

DEPARTMENT STORE SALES — 1923-25 — 100 (Adjusted for seasonal variation) Source: *Board of Governors, Federal Reserve System*. Based on Dollar Sales of over 400 reporting Department Stores in U. S. — Adjusted index declined to 92.0 for October from 99.0 in September. For October, 1939, the index was 90.0.

WHOLESALE PRICES OF HOUSE FURNISHING GOODS — 1926 — 100. Source: *U. S. Bureau of Labor Statistics*. Combined index includes 61 different quotations, 21 on furniture, and 40 on furnishings. — Combined index for September remained the same as past three months, 88.5 about two points over the September 1939 figure of 86.6. **Furniture:** Same as last month, 81.8 comparing with a year ago of 81.3. **Furnishings:** No change from a month ago, 94.8; September, 1939, 91.7.

WHOLESALE PRICES — 1926 — 100. Source: *U. S. Bureau of Labor Statistics*. — Average weekly combined index for four weeks ended October 26 was 78.2; 77.8 in September, and 79.12 in October, 1939. **Farm products:** Week ending October 26, 66.3; September, 66.4; October, 1939, 67.05. **Foods:** Week ending October 26, 70.9; September, 71.2; October, 1939, 72.77. **Other commodities,** week ending October 26, 83.3; September, 82.4; October, 1939, 83.9.

SECTIONAL TRENDS

NEW YORK: Industrial demands for electrical equipment is on the rise, with greater demand as business expands. The likelihood of application of priorities has provided a stimulus for forward buying in many lines.

CHICAGO: The level of most lines of business in this area climbed still higher during the second week in November, with industrial activity setting the pace. Retail trade registered substantial gains and widened the margin of increase over a year ago. The majority of electrical manufacturers report orders being received at an increased rate.

PACIFIC COAST: Building permits total for October for the seven western states exceeds by 40 per cent that for October last year.

PRICE ADVANCE AND DECLINE

POULTRY NETTING — Several manufacturers have announced slight advances, effective November 11.

CARPENTERS' BOXES & TOOL CHESTS — Prices have been withdrawn with slight advances, effective November 15.

FISHING REELS — Leading makers have announced a 10 per cent increase on most of their items, effective January 1.

PAINT & VARNISH BRUSHES — New, revised higher prices on leading lines were made effective November 8, the upward change necessitated by the drastic advance in cost of bristles within the past 90 days.

HAMMERS-HATCHETS-TOOLS — Prices are firm on all of these items, and upward adjustments have been announced by makers as a leveling off of inequalities, and elimination of further loss on certain numbers. Leading manufacturers of nail hammers have made a higher price effective, as of November 18, and slight price advances have been made on rustless black finish hatchets. No change made on half broad or broad. Deliveries are slow on all kinds of industrial and precision tools.

COAL CHUTES & STEEL BASEMENT WINDOWS — An advance of 5 per cent took effect October 30.

WHEEL GOODS-WAGONS-VELOCIPEDES-SOOTERS-TOY WHEELBARROWS, TRUCKS & AUTOS — An immediately effective increase of 3 per cent has been instituted by manufacturers.

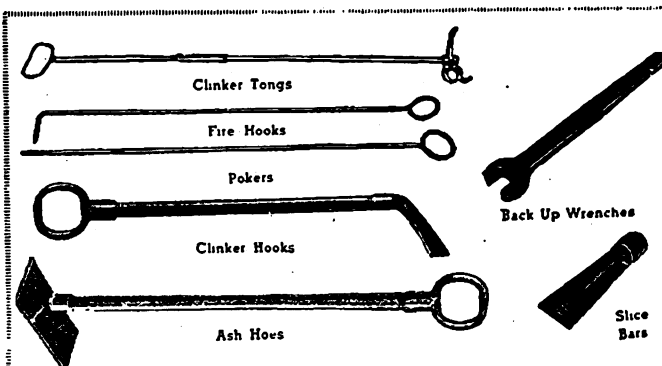
BARN & GARAGE HARDWARE — One manufacturer has issued new price lists at 5 to 7½ per cent higher markup than formerly.

HICKORY MALLETS — Advances of 10 to 20 per cent were made effective November 1 by one manufacturer.

INDIAN CLUBS — A 5 per cent advance was announced by one maker, effective November 1.

SHOTGUNS-RIFLES-SMALL ARMS — Advances of 10 to 14 per cent, effective November 16.

REFER TO HT 684

FIRE-FIXER
FURNACE TOOLS

A complete line for both stoker-fired and hand-fired furnaces and boilers.

CLINKER TONGS
SLICE BARS
ASH HOES
CLINKER RAKES

CLINKER PICKS
CLINKER HOOKS
BACK-UP WRENCHES
FLUE BRUSHES

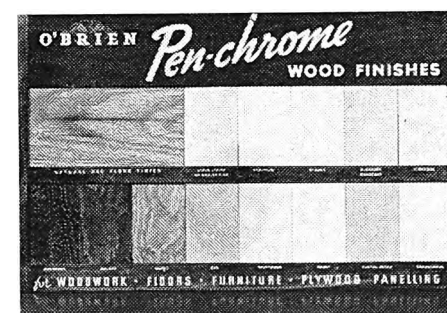
Sturdily constructed Fire-Fixer tools are built to give years of severe usage and designed to meet practical service requirements. They are efficient, easy to handle and very rigid to withstand abuse. All tools are constructed of durable cast steel with welded pipe couplings.

ASK YOUR JOBBER FOR CATALOGUE AND PRICES

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

WOOD FINISHES

REFER TO HT 685



Prospects: Painters, interior decorators, etc.

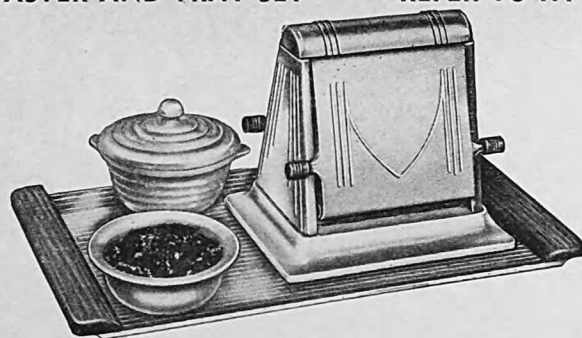
Description: Just announced is a new line of wood finishes which blend the good qualities of both stain and enamel. "Pen-chrome" Wood Finishes include 12 dye-coats, a clear finish for use over them, and a special clear finish developed exclusively for use on oak floors. The dye-coats include Bleached Mahogany, Honey, Sandalwood, Cactus Green, Cinnamon and Platinum colors, which, when applied, produce the pale pastel colors of enamel without sacrificing the natural beauty of the wood itself. The clear finish combines the waterproofing and sealing qualities of the latest synthetic resins with the soft texture of wax. The natural oak floor finish fills, seals and waterproofs an oak floor in one operation without discoloring the wood.

Dealer Helps: Paint chip color card.

O'Brien Varnish Co., South Bend, Ind.

TOASTER AND TRAY SET

REFER TO HT 686

*Prospects:* Homes

Description: This attractive tray set, the "New Aristocrat," is an ideal gift and one that helps to make entertaining a pleasure. The No. 45 "Superstar Aristocrat" toaster is chrome-plated with walnut trimmings; India mica element covered with "nichrome" ribbon. When lowering doors, toast automatically reverses itself. The patterned tray, which may be used for many purposes, is also chrome-plated, with walnut handles; size, 9 $\frac{7}{8}$ "x17 $\frac{1}{4}$ ". Orange-colored jelly dish and yellow jam dish with cover complete the set.

Package and Shipping Weight: Complete set in individual carton, 8 $\frac{1}{2}$ lbs; standard carton of 6, 55 lbs.

Suppliers: Wholesalers.

Stern-Brown, Inc., 42-24 Orchard St., Long Island City, N. Y.

POWER TOOL

REFER TO HT 687



Prospects: Home craftsmen, show card, stencil and sign makers, crafts teachers, leathersgoods workers, etc.

Description: This new electric hobby tool, the "Handee Artizan," hammers, planishes, forms, shapes, surfaces, engraves, chases, and does repousse work and filing on copper, brass, aluminum, pewter and all soft metals, leather and art cardboard. Operates from any electric socket, weighs only 1 $\frac{1}{2}$ pounds, and has a plunger stroke variable in a complete range from $\frac{3}{8}$ " to 1 $\frac{1}{8}$ ", delivering cluding tooling attachment, available. "Delco" built motor, fit the hand. Supplied complete in steel carrying case with accessories for hammering and forming copper discs and tray mold. Complete range of accessories, including tooling attachment available. "Delco" built motor, 110 volts, AC or DC.

Suggested Retail Price: \$29.50 complete.

Chicago Wheel & Mfg. Co., 1101 W. Monroe St., Chicago, Ill.

Advertising CATCH PHRASES

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISING

"GRAND FINALE TO 1940—WE RING OUT THE OLD AND BRING IN THE NEW"—So closes the year's business at Wurzburg's, Grand Rapids.

"FAREWELL APPEARANCE—THE ICE FOLLIES OF 1940"—Loveman's, Birmingham, staged a year-end sale worthy of special notice.

"OPENING GUNS OF 1941"—Prices were shot to pieces to begin the year for X. R. Gill, Inc., Dallas.

"HOW TO RAISE YOUR CHRISTMAS CHECK"—A dollar has more cents when spent at K. C. Co., Kansas City.

"1940 SAVES THE BEST FOR THE LAST"—The year's last roundup of values were advertised with that heading.

"MAKE YOUR CHRISTMAS CHECKS BUY VALUE"—The Christmas check is a double check when spent at the after-Christmas sales.

"A NEW YEAR BUT AN OLD POLICY"—Vandever's began the year's advertising by reaffirming old resolutions of service for the people of Tulsa.

"HAPPY NEW YEAR SALE"—Launching the New Year with a sale is an idea.

"PRICES TAKEN FOR A RIDE AFTER CHRISTMAS BUMP-OFF"—Cracking down on high prices is a New Year idea.

"GOODBY AND HELLO"—Something old and something new usually tells the story of the last advertisement of the year, as it did in the above headline for the Fisher Store, Cleveland.

"WE'RE THROUGH WITH THIS YEAR AND THIS HERE"—Items reduced to go out with the old year, at John W. Thomas Co., Minneapolis.

"NEW YEAR PREPARATION SALE"—Values sufficient to start the New Year off prosperously were advertised by Loeser's, Brooklyn.

"NOW THAT IT'S OVER, SHOP FOR YOURSELF"—December 26 is usually buying day for Mrs. Santa with her Christmas check.

"FIRST EDITIONS"—It would be hard to find a more appropriate heading for the beginning of the year than the above of Jordan's, Boston.

"BEGINNER'S LUCK"—The New Year may be just the spot for the above idea used originally by Heinz of the 57 variety fame.

"SALUTE TO SAVINGS"—Here's an idea appropriate for the New Year from an advertisement of Frederick & Nelson, Seattle.

"THE OPENING CHORUS"—Casting around for New Year ideas we ran across the above used by Carson Pirie Scott, Chicago.

"SERVICE TO THE LAST MINUTE"—When you can't take it with you, you may depend on delivery service.

"BETTER LATE THAN NEVER—COME AND GET IT"—A dealer in Houston used that idea when it was all over but the shearing of prices.

FISHING ROD VENEER

REFER TO HT 688



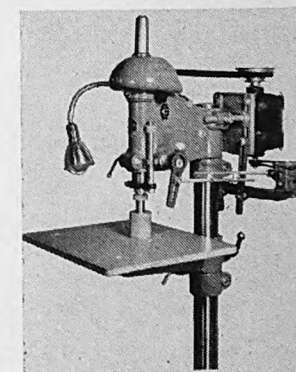
Dealer Helps: Illustrated above is the carton in which 24 tins of "F.P.co. Rod Veneer" are now packed. The compact carton is in gold and black, and opens up into an attractive counter display. F. P. Rod Veneer, supplied in handy, gold and black tins, is said to produce a hard, polished surface of great smoothness, restoring old finish and protecting the new. Other dealer helps: Newspaper mats furnished free on request.

List Price: 35c per tin.

Fli-Products Co., 2128 Lincoln-Liberty Building, Philadelphia, Pa.

DRILL PRESS ATTACHMENT

REFER TO HT 689



Prospects: Mechanics.

Sales Features: With the "Reciproc Oscillating Mechanism," a drill press is converted into one of the most versatile tools in any shop, according to manufacturer. With a standard 1740 r.p.m., the attachment provides drill press spindle with 100 complete strokes (200 working strokes) per minute. Adjustable oscillating stroke, $\frac{1}{4}$ " to $\frac{7}{8}$ ". Used in connection with sanding drum, it furnishes the longitudinal motion necessary to give stock perfect finish. Other operations possible with the "Reciproc" drill press combination are: die grinding, lapping of close-fit holes, mixing stiff liquids, and edge jointing as well as planing of boards of limited width. Furnished complete with belt, motor pulley, and instructions for installation and operation.

Shipping Weight: 10 lbs.

Suggested Retail Price: \$13.85 complete.

Specialty Machinery Co., 5606 Euclid Ave., Cleveland, Ohio.

SAW BLADE

REFER TO HT 690



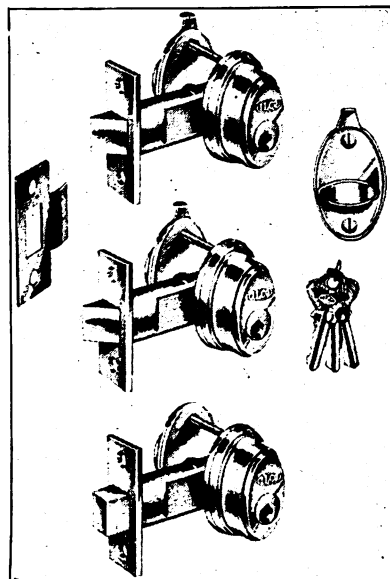
Prospects: Home craftsmen, carpenters, etc.

Sales Features: This new tungsten alloy hack saw blade, with cutting qualities of all-hard tungsten blades, yet so flexible that it cannot be broken in use in a frame, is known as the "Star Unbreakable Special Flexible." It obtains its unique combination of opposing qualities through the use of a new tungsten alloy, heat-treated by a newly developed process, it is claimed. Blade is coated all over with a green metallic finish for protection, lubrication and identification. Full identification data, including dimensions and number of teeth per inch, are stamped in large dark blue type on each blade. Available in all standard hand sizes and pitches. **Package and Shipping Weight:** 72 blades in "Star" hinged-lid metal box.

Clemson Bros., Inc., Middletown, N. Y.

LOCKS

REFER TO HT 691



Prospects: Contractors and builders.

Description: These new tubular mortise locks for exterior doors, known as the "Tubutype" line, are easily installed, requiring the drilling of only three holes; this cuts installation time to about one-fourth of that required for ordinary mortise locks. They are instantly reversible for doors of either hand, a feature that increases their usefulness to contractors and reduces stock requirements for dealers. All are sturdily constructed, with highly polished exterior parts. Available in three models: a regular night latch, a dead latch, and a dead lock. Independent Lock Co., Fitchburg, Mass.

CANNING THE FIELD for Ideas

BUILDING STORE TRAFFIC

THREE STUNTS—An enterprising dealer in Fort Worth employs a number of unique methods to attract new customers into his store. . . One of the first letters to be received by Fort Worth newlyweds is from this dealer. The letter invites the couple to visit the store, bring their letter and receive a present whether they buy or not. . . This same method is applied to newcomers to Fort Worth. These names are secured from a commercial directory. They receive invitations to visit the store where they will receive a gift if they bring their letter. . . Another idea is the "Mystery Chest" scheme. Cards that hang over door knobs are distributed to homes. Each card contains a key, and several of the keys unlock mystery chests. It is necessary to bring the key to the store to see if it will fit a chest.

NEW FRONT AND MORE CUSTOMERS—A store front recently built by a dealer in Nashville, Tenn., simulates a white clapboard cottage with green shutters and window boxes. When a woman lingers with evident interest at the front, trying to peep into the windows, a friendly greeting by a salesman posted near the door nearly always brings her inside. "A unique front like ours does increase floor traffic," said the dealer. "We've secured many profitable customers in this way."

"ROUNDUP" SALE—Once a month a store in Little Rock holds a sale, usually extending over two or three days, when slow-moving merchandise is used as leaders. The plan not only keeps the stock clean but helps to sell a lot of special merchandise that is bought for the "Roundup" days. Many of the most desirable customers come into the store every time the sale is held.

SHOPPING PUZZLE—When a hardware dealer in Los Angeles thinks his windows need some extra punch, he makes up a rebus puzzle, substituting actual hardware items for illustrations. A translation of one of the puzzles, in part, reads: "You *awl* know you can pick out *grater* values here, because we do business on the *square*. We make it a *rule* to *handle* good stuff with a *punch* to make your troubles *lighter* . . . There's no *red tape* here . . . You can *hook* up with some *reel* bargains here, at record-breaking prices — which is the *key* to our success." The dealer claims the puzzle display holds from five to thirty people in front of it, continuously.

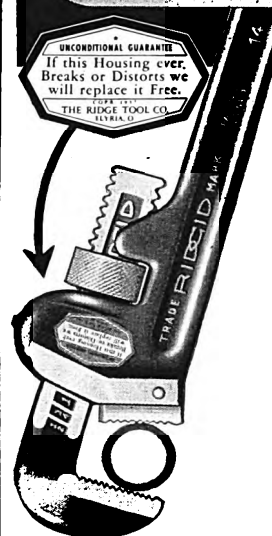
"MAMMY"—a real flesh and blood one—attracted considerable attention in the "kitchen" window of a New York hardware store. A washer, ironer and refrigerator were lined up under a sign which read: "3 Way Home Savings." In the center of the kitchen "Mammy" kept staring at the new appliances which had outmoded her old washing board and tub.

BOTTLED ADVERTISING—A hardware merchant in Mississippi conceived a bright idea to get his circulars advertising fishermen's specials into the hands of his commercial fishermen customers. He secured a lot of empty quart bottles and weighted them so they would float upright. Then the circulars were wrapped around the cork, and the bottles launched on two rivers in the vicinity. The part of the bottles that floated above water was about 10 inches, so that a fisherman could easily see them drifting down the river. One can imagine the curiosity and interest of those fishermen when they hauled a floating message out of the river!

CUSTOMERS CONGRATULATED ON PUBLICITY—One hardware store has adopted the idea of having its salesmen read and mark the local newspapers of the surrounding territory. When the name of some person appears in a favorable news story, the item is clipped and attached to a letter, in which the dealer writes: "Greetings, Mr. (or Mrs.) Brown! We were pleased to see you in print, but we always prefer to see you in person." . . . A variation of this idea is to have blotters printed in advance with the store's name, address and advertisement, leaving a space on which the newspaper clipping is pasted.

REFER TO HT 692

Yep...
these guaranteed
RIDGE
wrenches are
profitable fast sellers



IT'S EASY to sell this outstanding **RIDGE** tool. The unconditional guarantee offers time and money saving advantages quickly recognized by handy-men-around-the-house and mechanics.

The guaranteed all-alloy housing eliminates practically all repair expense—keeps the wrench on the job. Replaceable, safe chrome molybdenum jaws grip and let-go instantly. Adjusting nut spins easily in all sizes 6" to 60". Comfort-grip I-beam handle.

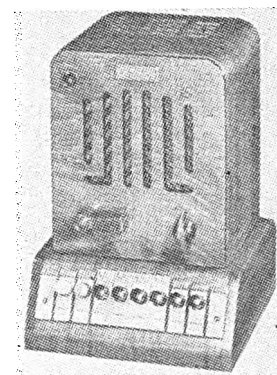
Increase your wrench sales—stock this profit-making **RIDGE** today.

THE RIDGE TOOL CO. • ELYRIA, OHIO

RIDGE PIPE TOOLS

INTER-OFFICE PHONE

REFER TO HT 693



Prospects: Offices, hospitals, etc.

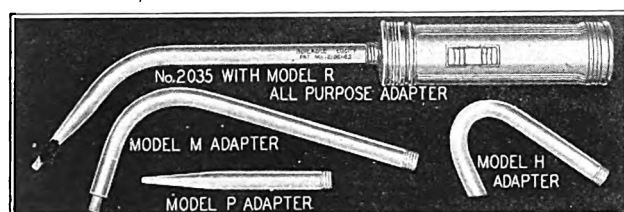
Sales Features: This new "Twinphone" Master Station and Selector for the executive's desk contacts up to six sub-stations located in the outlying offices of assistants and department heads. Clear, instant, two-way conversation thus provided coordinates inter-department activity and centralizes executive control. As a result, too, switchboard load is lightened, telephones are freed to receive incoming calls, and employees are able to continue their work without interruption, since the remote control feature allows them to converse through "Twinphone" from any part of the room. Solid hand-rubbed walnut cabinet, 11" high. Equipment sold with one-year service guarantee.

Suggested Retail Price: \$40.00; additional sub-stations, \$12.50 each.

Executone, Inc., 415 Lexington Ave., New York, N. Y.

LIGHT

REFER TO HT 694



Prospects: Home owners, repairmen, mechanics, and electricians.

Description: Cold light comes out at the tip of the "Mechanix-Lite" and makes hard-to-see places easily visible. Made of "Lucite," with double batteries and Mazda bulb; 2C cell nickel-plated battery case. Style No. 2035, shown above, is equipped with Model R (all purpose) Adapter, regularly furnished. Model H Adapter is particularly handy for automotive electricians—directs light where needed when setting ignition points or servicing radio sets. Model P Adapter is designed for examining close assembled parts, delicate and small mechanism—ideal for watches, compasses, electrical switches, etc. Model M Adapter has the same light-transmitting properties as other adapter models but comes with a magnet inserted in the end, capable of lifting $\frac{3}{4}$ of an ounce.

Dealer Helps: Display card.

Package and Shipping Weight: 6 to std. pkg.

List Prices: No. 2035, with Model R, H or P Adapters, \$1.50; with Model M Adapter, \$1.75.

Suppliers: Wholesalers.

The Emeloid Company, Inc., 287 Laurel Avenue, Arlington, N. J.

THE BUSINESS DIGEST

(Continued from First Page)

January gift seekers want presents for graduates, cruise-bound friends, winter resort vacationers, devotees of outdoor sports. January is a big month of bridal showers for April brides; a month of home entertaining. Feature giftwares and matched table appliance sets.

January 27-31: Prospective spring brides are spending Christmas gift money on home furnishings. Promote bridal consultant service, show model kitchen and bathroom trousseaux for pennywise purses. Play up new spring colors and 1941 styling and efficiency for newlyweds' homes.

Only those retailers who make a thorough survey of their territories, buy accordingly, and take early deliveries, will be assured of adequate inventory. Present uncertainties are sufficient to justify more intensive winter selling effort and more pre-season sales. Increased wages for labor, and the possibilities of higher material prices, are not reflected in current prices; hence there is little gamble in acquiring inventory. A brighter outlook will not of itself make business more profitable, but it does afford opportunity for those who prepare. It does not eliminate the necessity for work, but it will make work more profitable.—*Implement and Tractor.*

There can no longer be any doubt that American Industry is swinging into a period which promises to be one of the most active in its history. "The increasing activity is already spreading beyond industry and into other phases of business," according to Col. Leonard P. Ayres, Economist, in the *Business Bulletin* of the Cleveland Trust Co. "It includes durable goods and consumers' goods, heavy industries and light industries. It is spreading into trade and transportation, and the public utilities, and all along the line it is reducing unemployment." That these are welcome developments, Col. Ayres freely admits, but adds the admonition that "we should be vigilantly careful not to let them lead us into the dangerous lures of self-centered complacency."

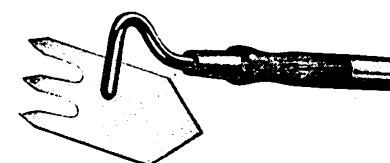
Here's the story of a hardware man who decided to "call" the statement of a customer who said he could "buy it cheaper by mail order." The dealer agreed to sell the goods to him at catalog price but under the same circumstances. The customer paid the mail order price, plus three cents for a stamp, plus cost of a money order, plus wrapping and charges. Then the retailer wrapped the merchandise and tossed it under the counter. "Now you must wait two weeks for it," he said. That type of selling does more to explode the false premise that the public can "buy it cheaper" by mail order than a barrage of condemnations of the competition because it squeezes the small merchant.—*Farm-Town Hardware.*

In a recent issue of *Playthings*, John M. Cloud shows one way in which the toy department can show a profit for at least ten months out of the year. He says: "The eve of the feast is at hand; toy departments are expanding for the holiday season; soon all will be hustle and bustle as three-quarters of the year's total business pours over the counters. After Christmas, what will it be? A famine for ten months, with the toy department reduced almost to total obscurity; or will the measure of activity which is necessary for steady sales and profits be maintained? The decision into which category the toy department will fall is up to the retailer; and a prompt decision must be made if larger sales and profits are to be the goal for 1941."

Continuing, Mr. Cloud writes: "Why will a hobbycraft section aid the toy department? Except for a slight seasonal drop during July and August, hobbycraft materials are in demand the year 'round. This merchandise is of the type that appeals to children at an age when the toy department ordinarily no longer holds an interest for them—an important fact, considering the declining birth rate. Men and women are legion among the model-building enthusiasts, and it is only logical to assume that many toy purchases will be made during their numerous visits to the toy department for hobbycraft materials. The unit sale will be increased by the purchase of kits retailing at \$2.00 and up, engines ranging from \$6.50 to \$25.00, and costly model railroad equipment.

GARDEN TOOL

REFER TO HT 695



Prospects: Home owners, farmers, gardeners, etc.

Description: The "3-in-1" Garden Tool is a sturdy, practical, economical implement that will not bend even in severe use, it is claimed. It is three-sided—one side is pointed for digging holes for transplanting and similar work; the long, lower side is sharpened for easy hoeing; the other end has three sharpened prongs or teeth for cultivating and weed pulling. Blade is 6" long x $2\frac{1}{2}$ " wide, and is made of hard, cold rolled steel, finished with a baked red enamel. Shank is made of $\frac{3}{8}$ " steel and is nickel plated; ferrule is also nickel plated; $9\frac{1}{2}$ " handle of good quality wood, with red lacquered tip.

Suggested Retail Price: 25c.

The Atlas-Ansonia Co., 54-62 Grant St., New Haven, Conn.

FRY PANS

REFER TO HT 696



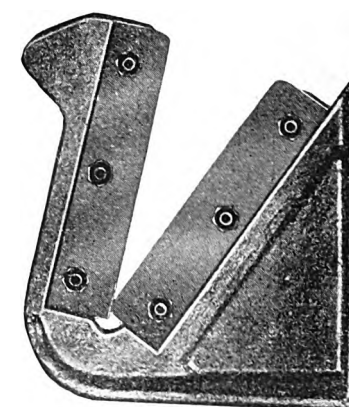
Prospects: Homes.

Sales Features: A new line of steel fry pans and skillets that have cool handles has recently been introduced. They are made of heavy gauge prime automobile stock steel, with two pouring lips on each style of pan. Fluted handles of natural finish Birchwood, lacquered, are securely mounted on a double welded, extra heavy gauge forked brace that serves to protect handles from flame. To eliminate possible spoilage of pans on display, a coat of lacquer has been applied.

The Edward Katzinger Co., 1949 N. Cicero Ave., Chicago, Ill.

ROPECUTTER

REFER TO HT 697



Dealer Help: This new Ropecutter No. 5005 cuts sisal or manila rope up to 1" in diameter. Blades, securely bolted together, are of tool steel. Cutter may be attached to wall or floor.

Sawyer Belt Hook Co., Pawtucket, R. I.



"THAT'S A DANDY LITTLE SHAVER, MISTER, I USE ONE LIKE IT EVERY MORNING MYSELF."

DOOR CHIMES

REFER TO HT 698

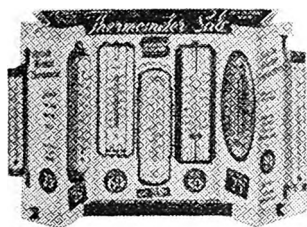


Dealer Help: The "NuTone Mt. Vernon" is being attractively packaged in a red, white and blue gift box, carrying out the "Early American" motif. The "Mt. Vernon," 11 $\frac{3}{4}$ " high, 3 tube effect brass Colonial, sounds two musical tones for the front door, one for the rear. Easily attached to present wiring.

NuTone Chimes, Inc., Cincinnati, Ohio.

THERMOMETERS

REFER TO HT 699



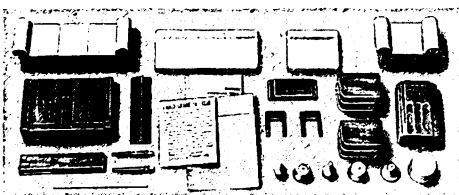
Dealer Helps: A varied assortment of popular-type thermometers, for use on outside windows, porches, garages, living rooms, kitchens, bedrooms, is now available to dealers. Selling displays of the large all-metal store front thermometer are supplied free when the assortments are bought. All thermometers have magnifying lens tubes, double high-low, two-point tested for accuracy. Each fully guaranteed by manufacturers.

Suggested Retail Price: 25c to 69c each.

Ohio Thermometer Co., Inc., Springfield, Ohio.

DOLL HOUSE KITS

REFER TO HT 700



Prospects: Parents and home craftsmen.

Description: These new "StromBecker" Kits consist of ready-cut parts for assembling individual rooms of doll house furniture. Clean, durable western pine is used, and all parts are made to exact scale— $\frac{3}{4}$ " to 1" to the foot—so that each assembled piece is in exact proportion to the other. Easily assembled; glue, and sandpaper for final preparation before finishing included in kit. Complete instructions illustrated with charts and diagrams. Parts supplied for 5 individual rooms (Nos. 891-895); also 5-room set (No. 890) available in attractive gift box, each room in separate tray.

Dealer Helps: Consumer literature, national advertising.

Package and Shipping Weight: Individual sets, 5 doz. to case, 50 lbs.; 5-room set, 1 doz. to case, 50 lbs.

Suggested Retail Price: Individual sets, 50c each; 5-room set, \$2.50.

Suppliers: Wholesalers.

Strombeck-Becker Mfg. Co., Moline, Ill.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Newly stocked and selling well is "Hot Spot," a tile and bakelite stand about 5 $\frac{1}{2}$ " square, that may be used as a tea tile, for hot dishes or as plant stand. Retail for \$1 in ivory and black (W. & F. Mfg., 2488 Grand Concourse, New York).

Advertised as "the bath scale that won first prize in the 1940 Plastic Show," Counselor scale with streamlined plastic body, rubber top and chrome trim, sold well at \$3.98 (Brearley Co., Rockford, Ill.). Glass wall shelf with white enameled frame was advertised at \$1.39 for use in bathroom, porch or kitchen. Has 2 glass shelves, each 6"x20" (Handy Andy Specialty Co., New York). Good response was received to sale of two-tube chime with plastic housing in classic design (Nu Tone Chimes, Cincinnati).

Demonstrations on new automatic washer, retailing at \$179.00, attracted crowds around improved washer that washes by agitator principle and spin dries clothes (Blackstone Corp., Jamestown, N. Y.). Cedarized cushion which repels fleas was feature of sale on rattan dog beds at \$1.99. Bed is 24" oval size, supported 2" above floor by legs (City Reed & Rattan, New York). Kitchen stool retailing at \$1.99 and delivered knocked-down pulled good response. Stool is 24" high with 10" seat; made of heavy gauge steel, finished in aluminum; steel seat is enameled (Harold C. Godfrey, New York). Oval metal waste baskets with hand-painted floral or feather designs sold well at \$1.00 in choice of colors (Janis, Tarter, Greenman, New York).

Timely promotion of fireplace ensembles received good customer response. Set priced at \$12.95 included folding fire screen, woodburning andirons and 3-piece fire set, all finished in polished brass. At \$9.95, was a burnt antique brass finish set consisting of three-fold screen, 18" andirons and fireset (Jewel Equipment Corp., New York).

Unadvertised item selling in volume is a new knife sharpener which clamps on table. Sharpens each knife according to its type; retails at \$3.00 (Quick Edge Mfg. Co., 400 E. Fordham Rd., New York).

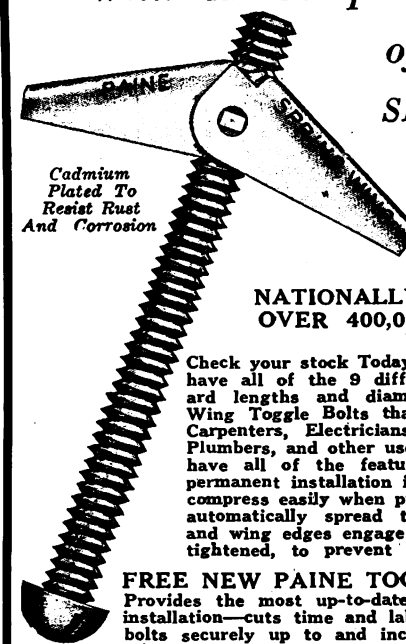
Excellent response was accorded "one week special" on two-door chime retailing at \$1.69. Chime has ivory enamel metal case, is about 7"x6" (Mello Chime & Signal, New York). Promotion on automatic two-slice pop-up toaster at \$5.98 brought good response. Toaster is chrome plated, has browning regulator, shuts off automatically (Son Chief Electric, Winsted, Conn.). Among unadvertised items selling in volume were electric broilers at \$5.49 which have chrome plated finish and black ebonized handles. Has two heats; cover can be used as electric stove (S. W. Farber, Brooklyn, N. Y.).

First day's sales on Rochow Swirl Mixer at 34c totaled 94 mixers. Aluminum covered measuring cup with patented swirl ends which insure perfect blending is feature of this mixer. Cup is 3 $\frac{1}{2}$ " high with 2 $\frac{1}{4}$ " diameter at top. Has many uses as well as blending liquids with flour; may be used as canape, cookie or biscuit cutter (Aluminum Goods Mfg. Co., Manitowoc, Wisc.). Grill-O-Pan at \$2.49 and \$2.98 is designed to grill foods on top of stove; in chrome with enameled or steel grid, 11" diameter (Consolidated Novelty Co., Long Island City, N. Y.).

Advertisements of houseware needs met with rapid response. A complete home laundry, three pieces for one low price, was offered for \$99.50. The unit consisted of Met-L-Top ironing table (Met-L-Top Tables, Inc., Milwaukee), Steam-O-Matic iron, (Steam-O-Matic Corp., Milwaukee) and Bendix Dial-O-Matic, which washes, rinses and damp dries at the flip of a switch (Bendix Home Appliances, Inc., South Bend, Ind.).

REFER TO HT 701

PREPARE for PROFITS With A Complete Stock of PAINE SPRING WING TOGGLE BOLTS



NATIONALLY ADVERTISED TO
OVER 400,000 TOGGLE BOLT
USERS

Check your stock today and make sure that you have all of the 9 different head styles, standard lengths and diameters of PAINE Spring Wing Toggle Bolts that are in big demand by Carpenters, Electricians, Factories, Institutions, Plumbers, and other users. These sturdy anchors have all of the features for quick, easy and permanent installation in hollow material. Wings compress easily when pushed through bolt hole—automatically spread to an anchoring position and wing edges engage bolt thread firmly, when tightened, to prevent bolt from turning.

FREE NEW PAINE TOGGLE BOLT CLAMP
Provides the most up-to-date method of Toggle Bolt installation—cuts time and labor one-half. It holds all bolts securely up to and including $\frac{1}{4}$ inch diameters and permits use of screw driver for tightening. Look for this Clamp in your next box of PAINE Toggle Bolts. Ask your Jobber for Paine Spring Wing Toggle Bolts TODAY and write for complete catalog of Drills and Anchoring Devices.

THE PAINE COMPANY

2947 CARROLL AVE., CHICAGO, ILL.
New York Warehouse & Sales: 48 Warren St.

SHARPENING STONE

REFER TO HT 702



Dealer Help: This bright red and black counter card for displaying the "Crystolon" Pocket Stone has been designed to reach and supply the millions of men and boys in America who carry pocket knives. Both the brief slogan, "Keep your knife sharp," and the graphic picture, showing how easily a pocket knife is sharpened, attract attention. Twelve stones are attached to card with one stone exposed so that customers may see what it looks like. Each stone is decorated with a gold and black decalcomania and is packaged in an individual carton. Size of stone, 3"x $\frac{7}{8}$ "x $\frac{3}{8}$ ".

Package and Shipping Weight: Standard package contains 1 counter display and 12 stones; 1 $\frac{3}{4}$ lbs.

List Price: \$2.40 per dozen stones.

Suppliers: Wholesalers.

Behr-Manning Corp., Division of Norton Co., Troy, N. Y.

WEEDER

REFER TO HT 706



Prospects: Home owners, gardeners, etc.

Description: This new "Bushnell" brand Cultivator-Weeder, No. 19-B, is particularly suitable for weeding flowers. Shaped handle, 10" long, made of ash; prong, 1/4" square spring steel; shovel is drop-forged, reinforced. All metal parts in green finish. Also available in larger size, No. 59-B, with 4-foot handle for use in close places.

Dealer Helps: Display, shown above, holds 1 dozen of Model 19-B.

Shipping Weight: 1 doz. 19-B, 4 1/3 lbs. 59-B, 18 lbs.

C. S. Norcross & Sons, Bushnell, Ill.

THE READER SERVICE FORM

Located between pages 8 & 9 is for your convenience.

Use It!

VENTILATING FANS

REFER TO HT 707



Dealer Helps: Dominated by the slogan, "K.O. Kitchen Odors," a new national campaign is being launched by manufacturers in a crusade to make the nation ventilation conscious. Tying in with the campaign are a number of dealer helps: New, colorful kitchen fan demonstrating displays, which can be used for window or counter, or carried right into the home for demonstration; inserts for correspondence, bills, and packages; booklets for distribution to good prospects; newspaper mats, and window decalcomanias. Shown above is the specially developed display for the "Ilg Portable Kitchen Ventilating Fan."

Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.



FENCE CONTROLLERS—The new "Simplicity" Fence Controllers are produced in four models, three to be used with 6-volt batteries and one with 110-volt AC. They are safe under all conditions without the use of a circuit breaker. Simplicity Mfg. Co., 214 Spring St., Port Washington, Wis.

Specify HT 708 when using Reader Service Form pages 8-9

RADIO ATTACHMENT—A new conversion attachment, which may be plugged into any present style radio equipped with phonograph jack, will make the latter adaptable to frequency modulation reception without further changes, rewiring, or other alterations. The new "Interpreter," as it is named, consists of a small compact cabinet, with a simple "plug-in" connection. Priced at less than \$50. Stewart-Warner Corp., 1828 W. Diversey Blvd., Chicago, Ill.

Specify HT 709 when using Reader Service Form pages 8-9

CRACK SEAL—"Elastex" Expansion Joint Seal for use on tile roofs, plaza decks and concrete work has been developed and is now on the market, after eight years of experimentation, test, and installation on a great variety of structures. Supplied in liquid containers and in board or plank form from 1/2" to 1 1/2" thick.

M. G. E. Corporation, 607 West 25th St., Chicago, Ill.

Specify HT 710 when using Reader Service Form pages 8-9

KITCHENWARE—An entirely new line of kitchen containers in a dainty, new "Petite" pattern is announced. Made with bright, easy-to-clean, tinned interiors, well-turned beads, and snug-fitting, sturdy covers. National Enameling and Stamping Co., 270 12th Street, Milwaukee, Wis.

Specify HT 711 when using Reader Service Form pages 8-9

DIESEL PLANTS—A Diesel electric plant has just been announced which supplies electricity for about one cent per kilowatt, and is ideal for resorts, summer camps, meat lockers, stores off the high-line, filling stations, roadhouses, and farms. Can be furnished to generate 110-volt AC or 32-volt DC if desired.

Kato Engineering Co., 11 Elm St., Mankato, Minn.

Specify HT 712 when using Reader Service Form pages 8-9

LAMP-RADIOS—Articles on a table-lamp radio and a bed-lamp radio, described and illustrated in our November issue, gave the address incorrectly. This is a correction—

The Mitchell Mfg. Co., 2525 N. Clybourn Ave., Chicago, Ill.

Specify HT 713 when using Reader Service Form pages 8-9

WATCHES—Designed especially for the men now going into military service is a new wrist watch. Priced at \$4.95—reasonable enough for a buck private and good enough for an officer—this watch will be ready for distribution January 1.

The Ingersoll-Waterbury Co., Waterbury, Conn.

Specify HT 714 when using Reader Service Form pages 8-9

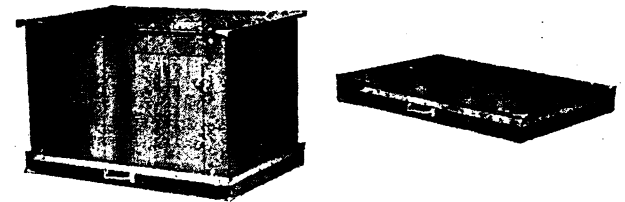
TOASTER—New styling and engineering changes feature a new, fully automatic toaster, Model T76, which handles one or two slices equally well, affords a wide choice of browning, and through a new control, will keep the toast warm until needed.

General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

Specify HT 715 when using Reader Service Form pages 8-9

DOG CRATE

REFER TO HT 716



Prospects: Dog owners.

Sales Features: "Foldacrate" is a regular size dog crate that can be collapsed or folded into a compact case, for ease in transporting and storing. It is particularly convenient for tourists who take pets along, and for fanciers taking dogs to shows. It is easily collapsed or folded in a few seconds; easily set up again by reversing procedure. Standard model is made of plywood; hardware and trim, of brass. Size set up: 25" long x 16 1/2" wide x 16" high; when folded, only 2 1/2" high. Smaller sizes for "Toys" also supplied. Another model available, the "Luxury," covered with leather.

Dealer Helps: Descriptive folder.

Package and Shipping Weight: 1 in carton, 16 lbs.

Foldacrate, 9 Lauderdale St., Selma, Ala.

TO OUR READERS:

Our Merchandising Information Service is helping readers every day by acting as a clearing house in the exchange of Merchandising, Sales and Advertising Ideas. As a reader of Hardware Today, you are entitled to take full advantage of our service facilities. Write M. O. Laurie, care Hardware Today, 415 South La Salle St., Chicago.



"I'LL NEED ANOTHER CAN. I HAVEN'T COVERED ALL OF MY BAY WINDOW YET."

THE BRIEF CASE

SAWS—The "GuildTooter," a little four-page house organ for use of dealers to circulate among their prospective customers, is available in any quantities required.
Syracuse GuildTool Co., 1720 N. Salina St., Syracuse, N. Y.
Specify HT 730 when using Reader Service Form pages 8-9

TABLE TOP—Just announced is a unit which can be combined in six different ways to provide for effective display of many kinds of merchandise. These several sections include 15 perforated metal shams, together with band and divisional glass, corner guards, spicers, and ticket holders. Material sufficient for six different combinations for \$35, all equipment included.
Hurum E. Reeve Co., 2220 S. Grand Ave., Los Angeles, California.
Specify HT 731 when using Reader Service Form pages 8-9

SOLDERING IRONS—An all-metal display stand, in blue, orange and white, holds one each of three sizes of Stanley-Victor Irons. This display can be used on counter or on the wall. No charge is made for stand.
Stanley Tools, New Britain, Conn.
Specify HT 732 when using Reader Service Form pages 8-9

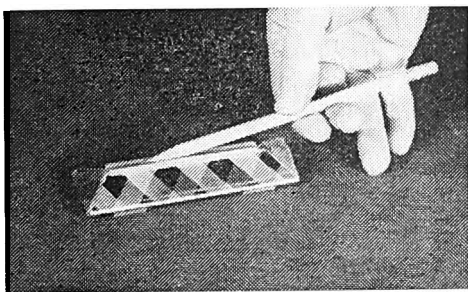
OVENWARE—If you have not already secured the highly colored point-of-sale counter card depicting 10 "Pyrex" items for immediate sale, do so, as this counter card will help increase sales to last-minute holiday shoppers.
Corning Glass Works, Corning, N. Y.
Specify HT 733 when using Reader Service Form pages 8-9

SCREEN CLOTH—Among several interesting pieces in an assortment of dealer sales helps is a colorful little envelope stuffer, informative as well as attractive. In addition to describing various types of screen cloth, it contains a concise table of instructions on screen-making. "Keep Insects Out!" is its title. Be sure to get your copies for distribution.
New York Wire Cloth Co., 500 Fifth Ave., New York, N. Y.
Specify HT 734 when using Reader Service Form pages 8-9

CUTLERY—A counter cabinet for cutlery display and stock storage has recently been produced by the Rochester Display Fixture Works, Rochester, N. Y. Further details regarding this cabinet will be given to interested dealers.
Robeson Cutlery Co., Perry, N. Y.
Specify HT 735 when using Reader Service Form pages 8-9

PENCIL POINTER

REFER TO HT 736



Prospects: Draftsmen, architects, artists, office workers, etc.

Description: The new "Ralpo" Pencil Pointer is designed for sharpening lead only. Pencil is revolved with fingers as it is drawn across two abrasive surfaces. Should a chisel point be desired, pencil is forced gently into slot, drawing point through the slot at the same time. Easily cleaned by inverting and tapping lightly to remove cuttings from slot. Available in lacquer finish, Apollo nickel, brass, copper, and Apollo chrome.

Suggested Retail Price: Lacquer, 25c; nickel, brass or copper, 35c; chrome, 50c each.

Ralph W. Poe, 44 White Court, Canton, Ill.

THE BRIEF CASE

WATER SOFTENER—"Baby Needs Soft Water, Too!" is the title of an illustrated envelope enclosure or handout folder on Red Jacket Water Softeners and Conditioners. This folder is jammed full of convincing selling points on soft water and equipment. Write for sample folder.
Red Jacket Mfg. Co., Davenport, Ia.
Specify HT 737 when using Reader Service Form pages 8-9

EXPANSION BOLTS—"Dimensional Chart for Expansion Bolts and Screw Anchors" is the title of a very helpful wall chart, 15"x20", which gives many tables for wood and lag screws, machine bolts and machine screws, and the proper size anchor to use with each. A copy will be sent to any dealer writing direct to the manufacturer and mentioning Hardware Today.
The Rawplug Co., Inc., 98 Lafayette St., New York, N. Y.
Specify HT 738 when using Reader Service Form pages 8-9

LIQUIDIZER—Now available is a counter display, 18"x19 1/2", silk screened in yellow, red, brown and green, featuring the manifold of the K-M Liquidizer.
Knapp-Monarch Co., St. Louis, Mo.
Specify HT 739 when using Reader Service Form pages 8-9

GASOLINE HOSE—A four-page leaflet on a new flexible nozzle tube for gasoline hose, manufactured from synthetic rubber, has been issued and is now ready for distribution. The leaflet describes construction, tests of the new product and cites advantages claimed by the manufacturer for this new nozzle over various types now in use.
B. F. Goodrich Co., Akron, Ohio.
Specify HT 740 when using Reader Service Form pages 8-9

PUMP—A novel approach is used in the sales literature for the new "Red Gem" Pitcher Spout Pump. A bird perched atop a pump handle emphasizes the sanitation features. A mailing folder entitled, "Why Put Up With Contaminated Water?" is available to dealers handling this line.
Red Jacket Mfg. Co., Davenport, Ia.
Specify HT 741 when using Reader Service Form pages 8-9

CABINET HARDWARE—A display board now supplied to dealers shows 38 items from a wide selection of chromium and "Multichrome" cabinet hardware for modern application. It measures 18"x24" and is finished in a smooth ivory, with an easel for counter use.
The Stanley Works, New Britain, Conn.
Specify HT 742 when using Reader Service Form pages 8-9



METAL CUTTING SAWS—Catalog No. 140 illustrates and describes in its 14 pages various hack saw and band saw blades. Write direct to manufacturer or use the Reader Service Card in this issue.
Capewell Mfg. Co., 60 Governor St., Hartford, Conn.
Specify HT 743 when using Reader Service Form pages 8-9

FIRE EXTINGUISHER—"In Case of Fire" is the title of an 8-page, two-color, illustrated booklet, which describes the uses of carbon dioxide for fire extinguishment, and shows a complete line of hand and wheeled type extinguishers, hose systems, recharging equipment, etc. Dealers are requested to write for their copy.
C-O Two Fire Equipment Co., 10 Empire St., Newark, N. J.
Specify HT 744 when using Reader Service Form pages 8-9

METAL TRIMS—A brilliantly colored catalog, of 60 pages and cover, fully describes "B & T" Metal Trims, which manufacturers claim are preferred by decorators and designers. Manufacturers will be glad to send you this 1941 catalog.
The B & T Floor Co., Columbus, Ohio.
Specify HT 745 when using Reader Service Form pages 8-9

THE BRIEF CASE

ARBOR SAW—A 56-page, 8 1/2" x 11", 1941 catalog fully describes the tilting arbor saws, hack saws, routers, carvers and shapers, together with a full line of band saws. A copy is now available for interested dealers.
Duro Metal Products Co., 2649 N. Kildare Ave., Chicago, Ill.
Specify HT 746 when using Reader Service Form pages 8-9

REFRIGERATORS—A 24-page catalog, with a four-color process overflap, entitled "The Only Refrigerator of Its Kind in the World," is fully descriptive of the "Dual-Temp." Write for your copy.
Stewart Warner Corp., 1828 W. Diversey Blvd., Chicago, Ill.
Specify HT 747 when using Reader Service Form pages 8-9

FISH BAIT—The 1941 South Bend trade catalog has 24 pages in color, and should be in the hands of every dealer interested in what's new in fishing tackle.
South Bend Bait Co., South Bend, Ind.
Specify HT 748 when using Reader Service Form pages 8-9

TIRE ACCESSORIES—A 32-page, 8 1/2" x 11" catalog, in color, not only describes the various tire service equipment tools, but also depicts many new and timely displays and sales helps for dealers handling this line.
A. Schrader's Son, 470 Vanderbilt Ave., Brooklyn, N. Y.
Specify HT 749 when using Reader Service Form pages 8-9

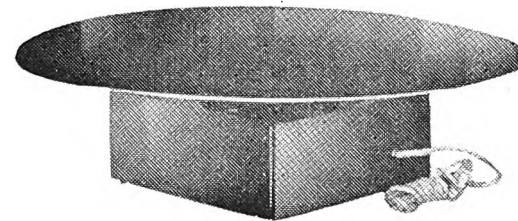
HANDICRAFT—Serving trays, glass holders, wooden plates and a hundred and one other items made of wood, for use of home craftsmen, together with teaching aids, are described in a colorful, 24-page booklet which every dealer should send for.
The O-P Craft Co., Inc., Sandusky, Ohio.
Specify HT 750 when using Reader Service Form pages 8-9

BICYCLE LIGHT GENERATOR—Several attractive folders for consumer distribution as well as envelope enclosures, with ample space for your imprint, tell the story of "Make-A-Lite" Generators for all bicycles.
Make-A-Lite, Inc., Fairfield, Ill.
Specify HT 751 when using Reader Service Form pages 8-9

RUBBER TIRED WHEELS—Profusely illustrated with charts giving details and specifications, "Rubber Tired Wheels for Industry," a little booklet just published, will definitely be of service to you in talking to buyers of wheels for industrial use. Copies are available upon request of dealers.
French & Hecht, Inc., Davenport, Ia.
Specify HT 752 when using Reader Service Form pages 8-9

TURNTABLE

REFER TO HT 753



Dealer Help: An important feature of this new "Roto-Sho" Electric Turntable is its initial low cost, as well as low operating cost—current costs only one-half cent per day. Turns at rate of three revolutions per minute. Handles a 150-pound balanced load, or 200-pound center load. Sturdily built of all steel 16 gauge; 2 ballbearings thrust; foundation reinforced with steel ribs; electrically welded at joints and bends; black enamel finish. The 16" table is standard equipment; height overall, 51 1/4", turntable base height, 3 5/16" x 8" square. Operates on 110 volts, AC only. Guaranteed by manufacturers for one year against faulty material or construction.

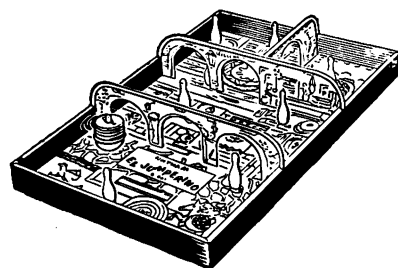
Shipping Weight: 14 lbs.

List Price: \$8.95, 16" table.

Klarion Merchandising Corporation, 17 West 45th Street, New York, N. Y.

SPIN GAME

REFER TO HT 754



Prospects: Everybody.

Description: "El Jumperino," G-607, provides plenty of fast play and action. A whirling top dashes through the archways from room to room, upsetting pins in its path, thus registering the score. A glass base adds to the smooth and fast action of the spinning top. Base of board, in Spanish motif, finished in four bright colors, highly varnished. Detachable steel archways brightly lithographed; frame of steel, black japanned. Accessories: 1 top and 9 pins.

Package and Shipping Weight: Each game in folding box; 6 to shipping carton, 28 lbs.

Suggested Retail Price: \$1.00.

Suppliers: Wholesalers.

Gotham Pressed Steel Corp., Cypress Avenue & East 133rd St., New York, N. Y.

RIFLE PELLETS

REFER TO HT 755



Prospects: Sportsmen.

Description: Pellets for Benjamin Air Rifles and Air Pistols are now being produced in popular Cal. 177 and Cal. 22 sizes on automatic machines especially designed to manufacture this type of ammunition. After months of experimentation, the manufacturers claim they have succeeded in developing equipment for producing perfectly balanced pellets, with a full heavy skirt and sharp edges to attain a tight seal and prevent loss of compression for greatest accuracy. Samples and net prices are available on request.

Benjamin Air Rifle Co., St. Louis, Mo.

SLING SLANTS

for RETAIL HARDWARE SALESMEN...

WHY CUSTOMERS ARE LOST

INDIFFERENCE OF SALESPeOPLE.	9%	} 30%
IGNORANCE-MISREPRESENTATION OF GOODS.	8%	
HAUGHTINESS OF SALESPeOPLE.	7%	
OVER-INSISTENCE OF SALESPeOPLE.	6%	
ERRORS AND DELAYS IN SERVICE.	17%	} 33%
TRICKY SALES METHODS.	10%	
ATTEMPTED SUBSTITUTION OF GOODS.	6%	
HIGH PRICES.	14%	} TOTAL 100%
SLIP-SHOD STORE METHODS.	13%	
POOR QUALITY MDSE.	10%	

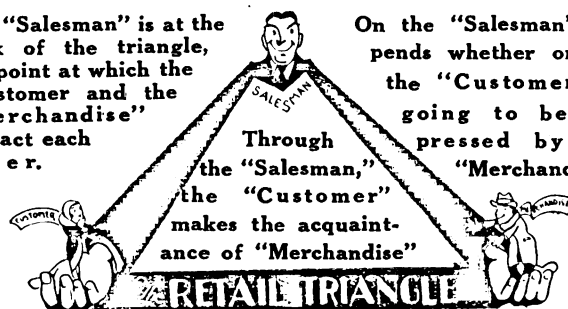
CONSUMERS DO NOT LIKE

LIMITED ASSORTMENTS MDSE.
MISTAKES BY AND INDIFFERENT SALES PEOPLE.
LACK OF KNOWING ABOUT MDSE.
LONG WAITS FOR SERVICE, CHANGE OR PARCELS.
FALSE PROMISES ABOUT DELIVERIES.
CARLESSLY WRAPPED PARCELS.
OVERHEATED, UNDERHEATED AND POORLY VENTILATED STORES.
DARK OR POORLY LIGHTED PLACES.
EVIDENCE OF POOR HOUSEKEEPING.
LACK OF COURTESY.
IDLEERS INSIDE OR OUTSIDE THE STORE.
LIMITED STOCK TO SELECT FROM.
OBSOLETE OUT OF DATE STOCK.

CUSTOMERS LIKE

A GOOD ASSORTMENT OF WELL ARRANGED STOCK.
PRICES RIGHT AND IN PLAIN SIGHT.
QUICK, COURTEOUS, ACCURATE SERVICE.
KNOWLEDGE AND TRUTHFULNESS ABOUT MDSE.
THE SAME PRICE TO EVERYBODY.
AN ATTRACTIVE, CONVENIENT, WELL LIGHTED STORE
CHAIRS FOR REST WHEN SELECTING GOODS
THAT TAKE A LITTLE TIME TO CHOOSE.
CAREFUL ATTENTION TO CHILDREN AND SERVANTS.
ACCURATE FILLING OF TELEPHONE ORDERS.
GOOD VARIETY OF MDSE.

The "Salesman" is at the apex of the triangle, the point at which the "Customer" and the "Merchandise" contact each other.

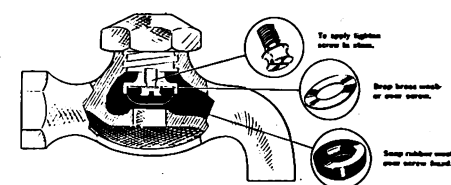


On the "Salesman" depends whether or not the "Customer" is going to be impressed by the "Merchandise."

Printed in U. S. A.

FAUCET WASHER

REFER TO HT 756



Prospects: Homes, plumbers, etc.

Sales Features: The "No-Pans Snap-On" Washer has been developed to eliminate dripping faucets, water and fuel waste, stained porcelain and constant replacement of washers. When faucet is turned, the rubber washer does not turn on the seat as ordinary washers do, but adjusts itself snugly to the faucet seat and allows screw-head to move freely within the "Snap-On" washer. Brass screw-head is insulated by the rubber washer from galvanic action and water erosion. Easily installed on any type faucet—fits any cup or flat stem of any hot or cold water faucet or globe valve.

Dealer Helps: Descriptive folder.

Suggested Retail Price: 10c complete.

No-Pans Washer Company, 383 Nelson Avenue, Cliffside Park, N. J.

WAFFLE BAKER

REFER TO HT 757



Prospects: Homes.

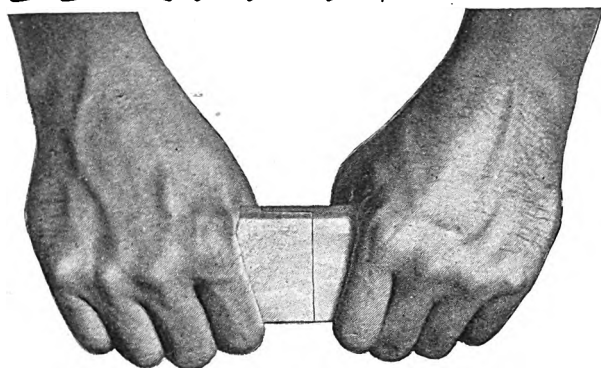
Sales Features: This new "Sunbeam" Waffle Baker makes four good-sized waffles at a time, yet occupies little more space than ordinary waffle makers with the regulation 37 square inches of baking area. It is fully automatic and is equipped with "Indicator Light," which shows when current is on, correct heat to put batter in, and when waffle is baked. Can be set for light, medium or dark waffles. A new-type over-flow shield built into lower grid prevents batter from running over sides.

Suppliers: Wholesalers.

Chicago Flexible Shaft Co., 5600 W. Roosevelt Road, Chicago, Ill.

REFER TO HT 760

IT'S TAKING HOLD



INSTANT CUSTOMER ACCEPTANCE

Here's Why

✓ WATERPROOF

WELDWOOD PLASTIC RESIN GLUE is not soluble in water after polymerization. Strenuous wet tests, continuous submersion, failed to impair the glue line. WELDWOOD is not affected by dampness, salt air or steam heat. That's why customers desire it for building, boat and furniture repairs.

✓ STAINFREE

WELDWOOD Plastic Resin GLUE is colorless upon application and can be used on fine woods, and delicate veneers without danger of "bleed." No wonder fine work demands WELDWOOD GLUE.

✓ ROT FREE

Because WELDWOOD GLUE contains no organic matter it is not subject to rot or decay. Bacteria cannot breed or survive in a WELDWOOD glued joint. That's why they're asking for WELDWOOD for permanent jobs.

✓ TREMENDOUS STRENGTH

No tests even under pressures of over 1200 pounds to the square inch (standard test 250 lbs.) have been able to show glue line failure. WELDWOOD is "the glue that does not know its own strength," and every customer wants an everlasting glue.

✓ QUICK ACTING

WELDWOOD GLUE is a one-part plastic glue, packaged in powder form, that mixes with cold tap water and is instantly ready for use—no heating—no hardener—no fuss or bother. (Also makes a workable wood putty.)

ORDER THRU YOUR JOBBER

Write for full particulars on FREE dealer helps.



HANDSOMELY PACKAGED

Eye appealing cans in Impelling Display Cartons. Hand-book FREE in every 25c and larger cans. RETAILS: No. 10, 1½ oz, 10c; No. 25, 3½ oz, 25c; No. 50, 8 oz, 50c; No. 100, 1 lb., 85c.

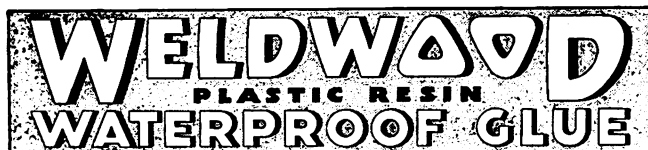
NATIONALLY ADVERTISED

UNITED STATES PLYWOOD CORP.

Executive Offices:

616 West 46th Street

New York, N. Y.



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		Wrenches	9, 13

COIN DEVICE

REFER TO HT 761



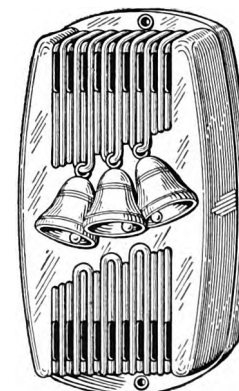
Prospects: Car owners.

Description: The "Auto-Cash," designed to be attached to windshields or car dashboards by a suction cup, keeps change handy for newspapers, bridge toll, parking meter use, etc. Top is slotted for coins of all denominations; one filling will hold a half-dollar, quarter, nickel and two dimes. Made of all rubber; weight ½ oz. Sample sent to dealers on request.

LeRoco, Inc., 236 West 55th St., New York, N. Y.

DOOR CHIMES

REFER TO HT 762



Prospects: Homes, stores, hospitals, doctor and dentist offices, factories, etc.

Sales Features: The "tuning fork" principle is incorporated in these new "Snapit" Chimes, assuring more harmonious signal tones. Casings of ivory-colored plastic, with gold trim; all mechanism fully enclosed so that casings can be cleaned without removal or injury to any part. Sound mechanism is rigidly fastened to the casings, without screws to become loosened by constant vibration. Chimes easily installed without opening any part. Available in one-door type, single tone (No. 600S); one-door type, double tone (No. 620S); two-door type, double tone (No. 630S).

Dealer Helps: Each chime in colorful, individual box, with cellophane window, 6 boxes in attractive counter display carton; also "silent salesman" chime display in pleasing color combination, equipped for demonstrating each chime separately.

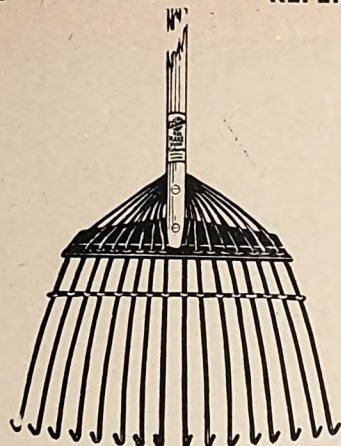
Package and Shipping Weight: 6 in display carton; 36 in std. pkge., wts., 33½, 37½ and 46½ lbs. respectively. Suggested Retail Price: Model No. 600S, 69c; No. 620S, \$1.00; No. 630S, \$1.19.

Suppliers: Wholesalers.

Marks Products Co., Inc., Dept. HT, 84 No. 9th Street, Brooklyn, N. Y.

LAWN RAKE

REFER TO HT 763



Prospects: Home owners, gardeners, etc.

Sales Features: The new Coburn Rake No. 7 is a sturdily, well-built rake that has been designed to withstand hard usage. It is extremely light in weight, perfectly balanced, and so easy to handle that it can be also used as a lawn broom. The 16 flexible steel teeth are nested in handle to insure a permanently tight rake and to prevent handle from becoming loose. To give added strength, a flexible steel bar spacer is used. Width: 16"; 48" fir handle. Other styles available.

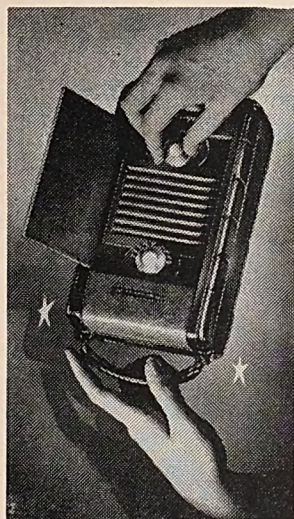
Package and Shipping Weight: 1/2 doz. to bundle, completely assembled.

Suppliers: Wholesalers.

Coburn Mfg. Co., Whitewater St., Whitewater, Wis.

RADIO

REFER TO HT 764



Prospects: Campers, picknickers, sportsmen, etc.

Sales Features: The outstanding feature of this new five-tube Admiral "Personal" Radio Model Z8-G5 is its three-way operation—operates on AC or DC, also from self-contained batteries. Other features include built in "Aeroscope"; two "A" cells, for extra long life; PM dynamic loud speaker; type 3S4 beam power output tube; change-over switch on case, permitting operation from batteries or from 110-volt AC or DC lines. Tan plastic case, with simulated leather trim; leather handle. Size: 8 1/4" high, 4 1/2" wide and 4" deep.

Dealer Helps: National advertising in Saturday Evening Post, Collier's, Life, Esquire, etc.

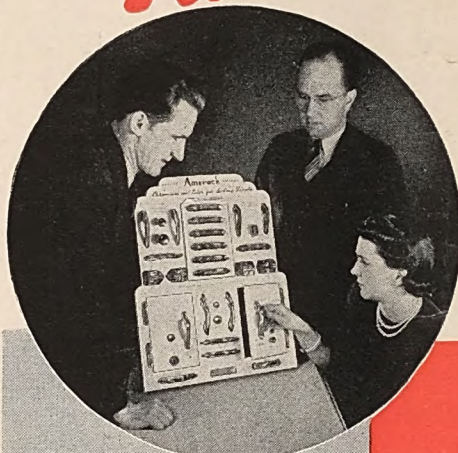
Shipping Weight: 4 lbs.

Suggested Retail Price: \$19.95. batteries included.

Walker-Jimieson, Inc., 311 S. Western Ave., Chicago, Ill.

JOIN THE 1941

Amerock



In the Store and Out Amerock's new Color-Selector Demonstrator will work for you day and night—in your window, on the counter, out on the job selling contractors, builders, architects, and Mr. and Mrs. America!



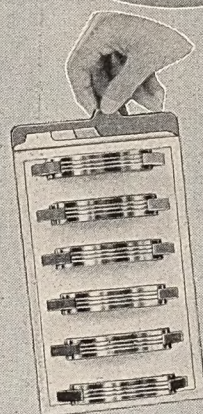
Profit Parade

NEW COLOR-SELECTOR Demonstrator!

NEW STREAMLUX Hardware Designs!

NEW PROFIT-MAKING Selling Features!

Big news is breaking—the *biggest* news in cabinet hardware history! For here are breath-taking new designs at prices surprisingly low, and a completely new sales-making demonstrator—like the *original* demonstrator introduced by Amerock in 1938 and acclaimed by thousands of dealers for whom it has made cabinet hardware a major line—yet greatly beautified and improved in merchandising features. Join the Amerock Profit Parade *today*—order your Amerock Color-Selector Demonstrator now!



"How Will it Look in My Kitchen?" is the question in the mind of everyone who is building or remodeling. With the Color-Selector feature they don't have to guess, they can see exactly how one of six hardware colors looks on a background of any basic cabinet color—white, ivory, green, blue, yellow, gray.

For Streamlined Budgets

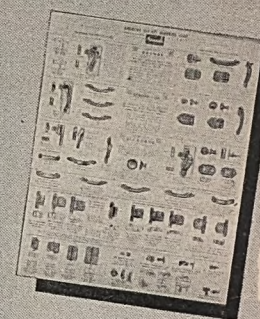
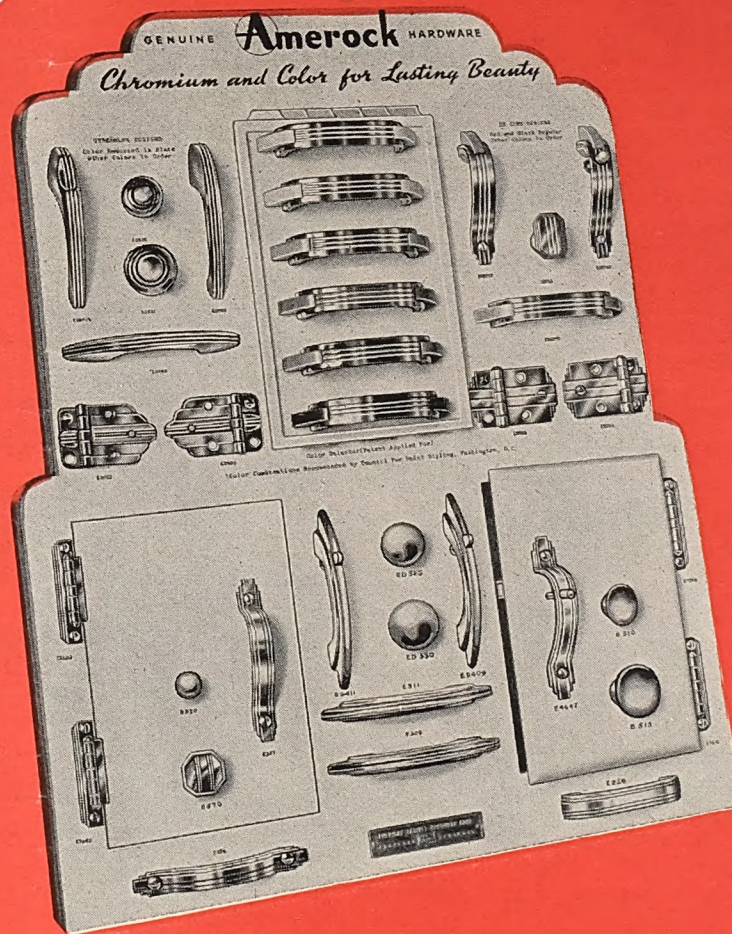
Amerock introduces a new Standard Design with newest styling at lowest cost consistent with high quality. Complete matched ensembles, of course—pulls, catches, knobs, and hinges from the same designer's board.



"Sales Leap" when the new Amerock Color-Selector Demonstrator is tied into cross-merchandising displays with paint, linoleum, ranges, refrigerators, etc. Dealers report many cases where demonstrators have sold not only cabinet hardware, but have also started complete kitchen remodelings.

Ask Your Jobber

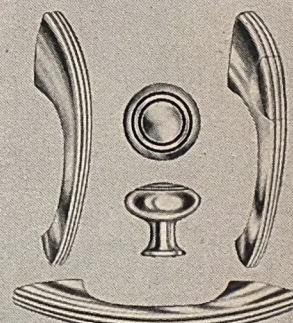
to show you this amazing new sales tool.



"My Profit-Protector"

is what dealers call the Amerock illustrated catalog price card attached to each Demonstrator. Illustrates and prices complete Amerock line—simplifies stock-keeping, selling, and ordering.

"Streamlux" is the name of Amerock's newest design creation—streamlined luxury captured in a graceful cabinet hardware design of unusual charm and dignity—yet priced well within customary limits!



Free Hardware Plan—Here's What You Get!

No. 400 Amerock COLOR-SELECTOR Demonstrator—hardware applied has retail value of..... **\$11.50**

FREE HARDWARE FOR RESALE (Shown Above)

1 doz. No. ED400	Drawer Pulls (30c each retail)...	\$ 3.60
1/2 doz. No. ED9400	Catches (55c each retail)...	3.30
1/2 doz. No. ED405	Door Pulls (30c each retail)...	1.80
1/2 doz. No. ED531	Knobs (25c each retail)...	1.50

TOTAL RETAIL VALUE..... **\$21.70**

DEALER PAYS ONLY..... **10.00**

The sale of the Free Hardware returns **\$10.20**—actually more than the dealer's total investment!

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILLINOIS

PORTABLE RADIO

REFER TO HT 766



Prospects: Homes and offices.

Description: This new portable "Chest Radio," Model No. 233Q, plays instantly when cover is raised. It is not much larger than a jewel case, and may be carried from room to room, as there are no wires to connect. Power is supplied through self-contained batteries. Has built-in aerial and automatic volume control. Case of grained solid walnut wood. Size: 9 1/8" in width; 4 1/2" in height; 5" in depth. A smaller model, No. 233X, 8 1/2" x 4 1/4" x 4 3/4", same operating features, covering of "Cordoba" simulated leather and contrasting brown trim, also available.

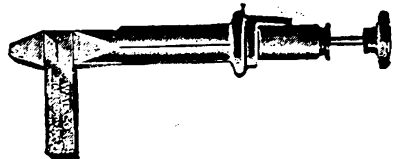
Dealer Helps: Handout or mailing circular.

Suggested Retail Prices: Model 233Q, \$24.95; Model 233X \$19.95—both complete with batteries. Prices slightly higher in South and West.

Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.

STAPLE DRIVER

REFER TO HT 767



Prospects: Electrical installation men, radio service men, or any worker doing stapling.

Description: The new "Walsco" Staple Driver for all kinds of wire installations, tacking, stapling, etc., automatically sets the staple in place and staple is driven home with one or two blows on handle. Feeding mechanism, operated by a small trigger, controls the staples leaving the magazine. Head of staple driver is so formed that wires can be stapled down in corners, behind pipes, into moldings, and other places not accessible with hammer and staples of other types; wires can also be attached to hard surfaces such as plaster, mortar and even soft concrete. Driver holds strips of 24 staples—quickly and easily reloaded. Two finishes: Deluxe chromium, rust-proof finish. Staples supplied in three colors: ivory, brown, and blue, for wires up to 1/4" in diameter. One box of staples included with each driver.

Dealer Help: Descriptive mailing folder.

Package and Shipping Weight: Individually boxed, 2 lbs.

Suppliers: Wholesalers.

Walter L. Schott Co., Dept. 11, 5264 W. Pico Blvd., Los Angeles, Calif.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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VOL. 2

JANUARY, 1941

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MEMBER CCA

NO. 1

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of hardware wholesalers.

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THE MODEL KITCHEN

When a woman enters a hardware store to look at a refrigerator or a range, she frequently is in the market for more than the one appliance. Running through her mind, waiting to be brought out into the open by an enterprising salesman, is the desire for a complete new kitchen.

This is the reasoning behind one of the most interesting developments in years in appliance merchandising: The switch many retailers are making to the "model kitchen" method of displaying and selling household equipment. Reports from the field show that hundreds of dealers are making this change and consuming black ink in the process.

A leading cabinet manufacturer, gets much of the credit for stimulating this promising new development in merchandising appliances. Through its distributors the company provides dealers with scale-model cardboard kitchen sets that help a prospect select the right combination of cabinets and plan her new kitchen to fit the space available.

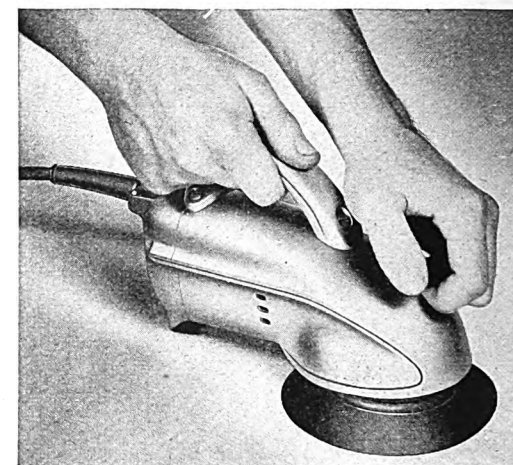
The housewife likes the idea of planning a complete new kitchen, and agrees that it is an economical method of equipping her home. The set-up appeals to her common sense. Accordingly she plans immediately to buy a new refrigerator, range, cabinet sink, and wall and base cabinets as rapidly as her finances permit.

There are several obvious advantages for the retailer in this set-up. Accustomed as he is to a replacement market and trade-ins, he finds selling steel wall and base cabinets for cash a refreshing experience. The size of his unit sales is greatly increased. His customer periodically returns to the store to buy each of the appliances included in her kitchen plan.

It is easy to see how good-looking, durable steel wall and base cabinets make the model kitchen a money-maker for the retailer. Not only are the cabinets profitable in themselves; they are also the spark plug for a new appliance sales campaign, because they make an attractive, natural display setting. The Federal Housing Administration provides window stickers, posters and other display material that may be used by the retailer to stimulate interest in kitchen modernization.

POTABLE SANDER

REFER TO HT 768



Prospects: Mechanics, maintenance men, etc.

Description: The "Speedy Spinner" is an electrically-driven, all-round portable sander that puts a perfect, smooth surface on all materials and shapes in a few minutes' time. It can be used on wood, metal, plastic, glass, marble, stone, concrete, or wallboard. Has a flexible rubber sanding disc which allows its use on many curved surfaces where an ordinary portable sander could not be used satisfactorily. Also has a drill chuck and is supplied with a drill to accommodate standard drills up to 1/4". Among other accessories included is a paint stirrer for freshening up opened cans of paint; disc cutter; mallet; wool buffing and felt polishing pads, and a single choice of one of the following brushes—Palmetto, Basseen, Tampico or Wire. Whole outfit is compactly arranged in a steel carrying case. Weight of sander, 5 lbs. 10 ozs.

American Floor Surfacing Machine Co., Toledo, Ohio.



"THIS IS OUR ELECTRICAL FIXTURES DISPLAY ROOM... WAIT 'TIL I LIGHT A MATCH SO YOU CAN SEE THINGS BETTER."

Digitized by Google

MAIL BOX

REFER TO HT 769



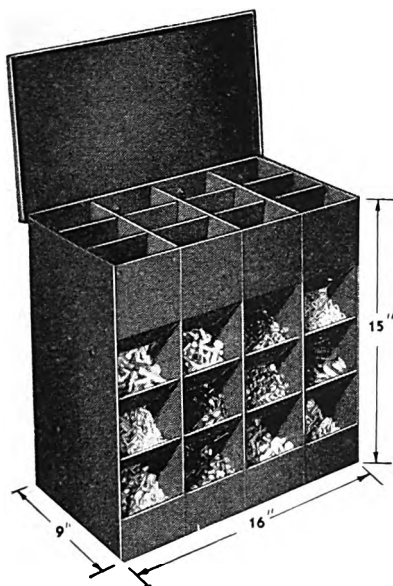
Prospects: Homes.

Description: This new plastic Mail Box has a sliding panel in front for easy removal of mail, and entire top opens perpendicular with the box. Box measures 6"x10"x2½", and is easily attached. Furnished in standard colors: green, blue, brown or ivory; special color combinations available, if desired.

Acme Products Co., Green Bay, Wis.

ASSEMBLER'S BENCH BIN

REFER TO HT 770



Description: This Assembler's Bench Bin No. 2963 concentrates a large supply of 12 different small parts, such as nuts, bolts, screws, cotter pins, springs, and washers, on a bench space of only 16"x9". This is said to speed production by permitting assembler to work without over-reaching or getting up to locate scattered parts. The 12 compartments are arranged in three capacity groups or four compartments each, affording larger capacities for the bigger more frequently used parts. Loading compartment openings at top of bin are each 4" wide x 3" deep, and hopper front openings are 4" wide x 3" high. Cover is attached to unit with strong, continuous "piano" hinge, assuring cover alignment. Finished in green baked-on quality enamel. Overall dimensions: 16" wide x 9" deep and 15" high.

Shipping Weight: 19 lbs.

Prices: \$5.70 f.o.b. Aurora factory; \$6.10 f.o.b. New York warehouse; \$6.50 f.o.b. Los Angeles warehouse.

Lyon Metal Products, Inc. Steel Equipment Division, Aurora, Ill.

Sell AMERICAN
Chains, Fittings and Attachments

Your customers will appreciate being reminded of this . . .

● When you sell your customers the proper fittings and attachments for the chains they buy you make these chains all the more useful for the jobs they'll have to do.

Because of American Chain quality and the completeness of American Chain lines, this company is recognized as the world's leading chain manufacturer. We make all types of welded and weldless chain and every type of fitting.

In addition to full lines of American Welded and Weldless Chains there are also cotter pins, eye bolts, cold shuts, lap links, repair links, round eyes, malleable castings, grab hooks, slip hooks, sash chain fixtures, screw hook hangers, shackles, S hooks, sling chain hooks, snaps, special attachments, swivels, toggles, utility jacks, welded rings, harness hardware, etc., etc.

AMERICAN CHAIN DIVISION
YORK, PENNSYLVANIA

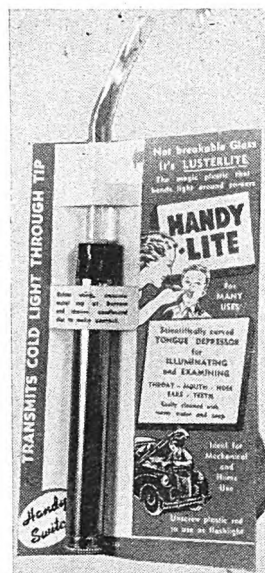
AMERICAN CHAIN & CABLE COMPANY, Inc.



ESSENTIAL PRODUCTS . . . AMERICAN CABLE Wire Rope, TRU-STOP Emergency Brakes, TRU-LAY Control Cables, AMERICAN Chain, WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting Machines, FORD Hoists and Trolleys, HAZARD Wire Rope, Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment, OWEN Springs, PAGE Fence, Shaped Wire, Welding Wire, READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIGHT Hoists, Cranes, Presses . . . *In Business for Your Safety*

LIGHT DISPLAY

REFER TO HT 772



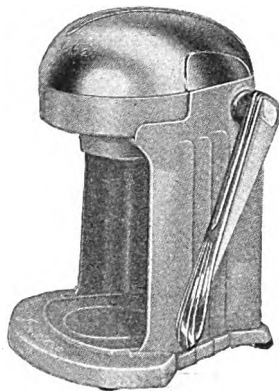
Dealer Help: The "Handy-Lite," for many home and mechanical uses, is now mounted on this individual, two-color display card, which acts as a "silent salesman." The trans-illuminating part of the light is made of "Lusterlite"—clear, unbreakable plastic that transmits light through a curved path. Nickel-plated case. Two sizes: single and double battery.

Suggested Retail Price: Single-battery size, 39c to 49c; double-battery, 69c to 75c.

A. A. Burnstine Sales Organization, 220 - 5th Avenue, New York, N. Y.

FRUIT JUICER

REFER TO HT 773



Prospects: Homes.

Description: The "Aristocrat Juice-O-Mat," No. 340, is easy to use and produces a volume of juice in a very few minutes. A concave indentation at the top anchors the fruit on the cone and the fluted fins produce a squeezing, scraping action on the pulp as the press descends. Juice flows through the strainer clear of the seeds, heavy pulp and oil from the rind. The parts coming in contact with the citrus juices are made of plastic, will not corrode, discolor or chip, and are quickly and easily removed for cleaning. All moving parts fully enclosed. Chrome-plated top and handle; baked enamel base; steel gear rack. Height, 9½"; base, 5" x 6". Colors: pink, blue, ivory, white, red, or green.

Package and Shipping Weight: Individually boxed, 5 lbs.; 12 to carton.

Suggested Retail Price: \$3.98.

Rival Manufacturing Co., Westport & Broadway, Kansas City, Mo.

The TREND OF BUSINESS Today

PROMOTIONAL EFFORTS IN '41

The new excess profit tax and the encouragement it seems to give to an expansion of advertising is of real interest to hardware dealers and manufacturers alike; it puts your advertising program in a new light and suggests added promotional efforts in 1941. To quote **ADVERTISING AGE**:

"Close study of the law reveals that advertisers will be able to reduce their excess profit levies from one-fourth to three-fifths by stepping up promotion expenditures. Treasury Department officials have always permitted deductions for advertising as a legitimate business expense, and in the absence of specific mention in the new statute it is believed this policy will continue to be followed... It is argued that expanding business, and thus raising the national income, can best be achieved by increasing advertising expenditures.

"It is contended that more advertising is not only patriotic, but also the constructive thing to do in helping to solve the nation's problems."

The hardware dealer who sells bicycles will be interested in a recent statement which says in part: "1939 and 1940 sales of bicycles show an increase of 500 per cent above the 1931 volume." Cycling is a major business.

"Economic conditions themselves are most propitious for a retail upturn. As shown by our Barometer Chart," reports John B. Weed, *Retail Economist*, in *The Merchant*. "Farmers' purchasing power has now joined in the advance which has been going on for some time in the income of industrial workers. While it is not possible to be certain that farm income will continue to rise, the gradual but persistent rise in commodity prices in general gives considerable assurance in this respect.

"Further improvement in industrial workers' purchasing power, of course, is a near certainty. As important as the armament program has already been in stimulating employment, it would now appear to be entering an even more dynamic phase.

"The elements are with us that make for inflation, and a war-time boom in prices," Philip D. Reed, *Chairman of the Board, General Electric Co.*, stated, before the 1940 Congress of Industry of the National Association of Manufacturers. "Government and industry alike are determined that this shall not occur. It can be prevented without governmental compulsion, if, and only if, every company, every industry and every organized group in the country will firmly embrace and accept the principle that prices and wages shall not be advanced arbitrarily to take advantage of the situation created by the defense activity. For if either moves upward significantly the other must of necessity follow."

NATIONAL TRENDS

United States exports of hardware and allied lines valued at \$4,651,342 in September were 18 per cent above those of September, 1939, according to the United States Department of Commerce.

FACTORY EMPLOYMENT AND PAYROLLS—1923-25—100. (Without adjustment for seasonal variation) Source: U. S. Bureau of Labor Statistics. Unadjusted factory employment index advanced slightly more than two points in October to 109.9 from 107.7 in September and compares with year ago figure of 103.7. Payrolls index for October rose to 114.2 from 110 in September and 101.7 a year ago.

COST OF LIVING—1923—100. Source: *National Industrial Conference Board*. The October combined index of 5.5 is a slight decline from the September figure of 86.6 and the October 1939 index of 85.8. Clothing: October, 73.1; September, 73.1; October, 1939, 72.6. Food: October, 77.4; September, 78.2; October 1939, 80.1. Fuel and Light: October, 85.9;

(Continued on page 7)

VACUUM CLEANER

REFER TO HT 774



Dealer Helps: Tying in with the national advertising campaign, the above display has been designed to aid dealers in presenting more fully the outstanding features of the Cadillac Model 300 Cylinder Type Vacuum Cleaner. The life-like, actual-size reproduction of the smiling young woman using an actual model of the cleaner instantly attracts customers' attention. Various attachments of cleaner are prominently displayed on a sturdy raised base. Display is durably constructed and easily assembled.

Clements Mfg. Co., 6650 S. Narragansett Avenue, Chicago, Ill.



"SINCE I SUGGESTED 'SELF-DEMONSTRATION' TO OUR CUSTOMERS, OUR WALKS ARE ALWAYS CLEAN!"

THE TREND OF BUSINESS

(Continued from page 6)

September, 85.3; October 1939, 85.2. Housing: October, 87.4; September, 87.0; October 1939, 86.6.

AVERAGE WEEKLY EARNINGS OF INDUSTRIAL PLANT WAGE EARNERS—Source: *National Industrial Conference Board*. Current data cover 2000 manufacturing plants, representing 25 industries. October weekly average earnings rose to \$29.86 from \$28.99 in September and \$28.24 a year ago. There has been a gradual increase in this average each month since March.

ENGINEERING CONSTRUCTION AWARDS—Source: *Engineering News-Record*. The totals shown account for approximately 60 per cent of all new construction other than small residential. Average weekly awards totaled \$103,395,500 in November 1939. Private awards, weekly average: November, \$24,664,750; October, \$49,789,000; November 1939, \$23,219,250. Public awards, weekly average: November, \$78,725,750; October, \$10,237,625; November 1939, \$40,574,500. For the year to date total awards were placed at \$3,699,042,000, an increase of 29 per cent over the corresponding 1939 period.

BUILDING MATERIALS—WHOLESALE PRICES—1926—100. Source: *U. S. Bureau of Labor Statistics*. Combined index includes 86 different quotations. Brick and Tile, 12. Cement, 1. Lumber, 20. Combined index of 97.8 shows increase in October from 94.6 in the September index; year ago index was 92.8. Brick and tile: October, 90.2; September, 90.2; October 1939, 91.5. Cement: October, 90.7; September, 90.6; October 1939, 91.3. Lumber: October, 109.1; September, 104.6; October 1939, 98.0.

DEPARTMENT STORE SALES—1923-25—100. (Adjusted for seasonal variation) Source: *Board of Governors, Federal Reserve System*. Based on dollar sales of over 400 reporting department stores in U. S. Adjusted index advanced to 101.0 from the revised October figure of 94. Corresponding period last year index was 90.

WHOLESALE PRICES—1926—100. Source: *U. S. Bureau of Labor Statistics*. Average weekly combined index for four weeks ending November 30 was 79.1, 78.2 in October and 79.17 a year ago. Farm products: four weeks ended November 30, 68.0; October, 66.3; November, 1939, 67.5. Foods: four weeks ended November 30, 72.2; October, 70.9; November 1939, 72.2. Other commodities: four weeks ending November 30, 84.1; October, 83.3; November, 1939, 84.4.

RURAL AND CITY RETAIL SALES—1929-31—100. (Adjusted for seasonal variation) Sources: *Rural Sales of General Merchandise, U. S. Bureau of Foreign and Domestic Commerce*. Based on sales of 3 large mail order houses and a chain store system, which also serves the rural population. Total sales of these companies represent about 1/5 of all general merchandise sales in places under 30,000 population. Department Store Sales, Board of Governors, Federal Reserve System. Index of 122.0 showed a decline from the September figure of 127.8, also from the year ago figure of 123.4. Department store sales index was 102.4 in November, 95.3 in October, and 96.3 in November, 1939.

HOUSE FURNISHING GOODS—1926—100. Source: *U. S. Bureau of Labor Statistics*. Combined index includes 61 different quotations, 21 on furniture, and 40 on furnishings. Combined index showed the first change in three months, 88.6, the September figure, 88.5, and corresponding 1939 period, 87.8. Furniture: October, 81.8; September, 81.8; October 1939, 81.7. Furnishings: October, 95.0; September, 94.8; October, 1939, 93.7.

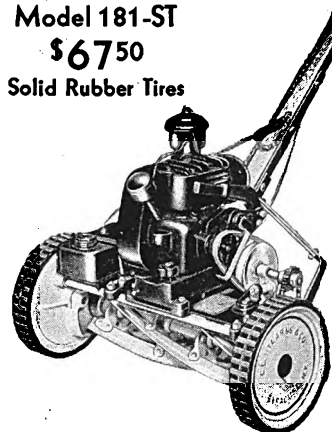
SECTIONAL TRENDS

NEW YORK: Heavy government buying for national defense continues to swell backlog of production. Orders are for a wide variety of electrical equipment, including fuses, electric furnaces, cable, lighting arresters, refrigerators, generators, meter sets, radio and telephone equipment.

Industrial orders continue in good volume as the demand grows for a speed-up in production. Plant expansions are noted in many sections. New aircraft factories in Buffalo and in New Jersey are under construction.

CHICAGO: Reports from a wide variety of manufacturers indicate that this month will mark up new high levels of activity in many fields. Industrial production throughout this area continues to point upward, in many instances establishing new peaks. This heavy demand on manufacturers is bringing an increasing volume of expansion in facilities, resulting in substantial new business for electrical equipment.

Model 181-ST
\$6750
Solid Rubber Tires



Model 521-PT
\$12500
Goodyear
Pneumatic
Tires



STEARNS

A Wide Range of NEW Power Lawn Mowers

Stearns Power Mowers were designed for the hardware trade and have been sold exclusively through that trade, reaching a \$2,000,000.00 sales volume in only a few years. Now, with a new range of wheel-drive and roll-drive models, and supported by a greatly increased national advertising campaign, this line should prove a bigger sales producer for 1941.

Priced from \$67.50 to \$250.00

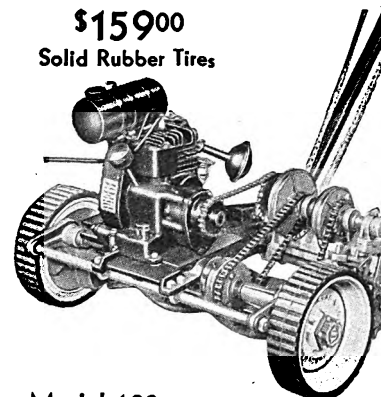
These are simple and dependable items of merchandise, without tricky or complicated mechanism. All models have Briggs & Stratton engines, solid rubber tires on drive wheels, rollers and casters. Goodyear pneumatic tires can be supplied for all wheel-drive models at moderate extra cost.

Ask Your Jobber For Catalog T1

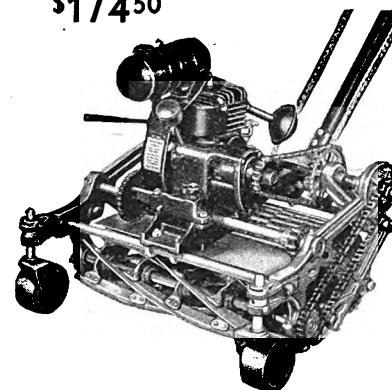
E. C. STEARNS & CO.

SYRACUSE Estab. 1864 NEW YORK

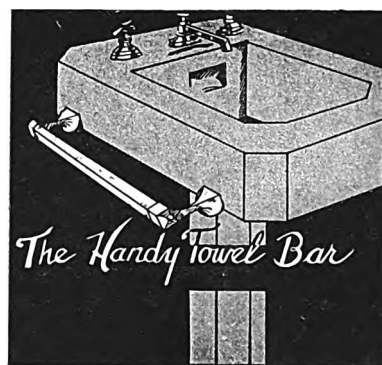
Model 524-ST
\$15900
Solid Rubber Tires



Model 122
\$17450



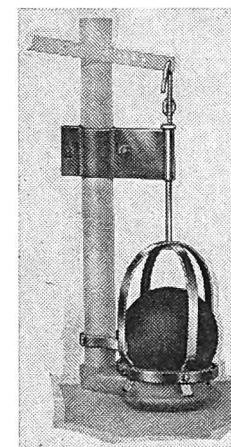
TOWEL BAR



REFER TO HT 776

FLUSH TANK BALL

REFER TO HT 777



Prospects: Homes, apartment buildings and hotels.

Sales Features: To attach, the "Handy Towel Bar" is merely clamped on apron of sink or lavatory, where it grips securely—it is not necessary to drill tile walls, mar plaster or woodwork. Can be easily detached at any time. Made of all brass, with bright chrome finish. Available in two styles: round pattern for regular style sinks and lavatories; modernistic pattern (shown above) for new style fixtures.

Dealer Helps: Descriptive handout or mailing folder.

Pioneer Manufacturing Co., 102 Merrimac Street, Boston, Mass.

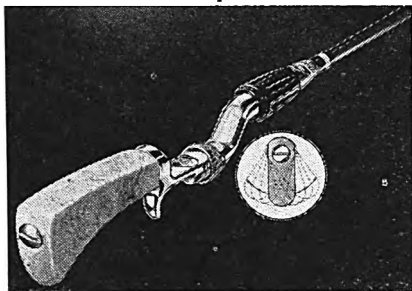
Prospects: Plumbers.

Sales Features: This new flush tank ball assembly, called the "Round Ball-N-Basket," fits all standard Douglas type flush valves up to and including 2 5/8", having 1", 1 1/8" and 1 1/4" overflow tubes. The round ball, held in place by the basket, is hollow and said to be made from a fine grade of rubber, best suited to withstand the action of various water conditions. Because the ball never seats in the same place during process of flushing, it will stay round and not become distorted. Device is easy to install and does not require accurate alignment. Operates with equal efficiency under high or low pressures. All metal parts, heavy gauge 85% copper content red brass.

Elhar Manufacturing Company, 12 Norfolk Street, Cambridge, Mass.

CASTING ROD

REFER TO HT 778



Prospects: Fishermen.

Sales Features: The makers of "Gep" Bait Casting Rods have announced a new adjustable "Nu-Grip" handle in Tenite. This handle is said to actually provide every fisherman with a "custom-built" rod. By simply loosening and tightening a set screw, the "Nu-Grip" can be turned from side to side to a position where it fits any fisherman's hand, regardless of size, naturally and comfortably. This results in easier casting, greater efficiency and less fatigue, it is claimed. "Nu-Grip" is now made of hollow-molded, sand-blasted Tenite, adding much to the appearance, durability and "feel" of a "Gep-Rod." Also available in cork.

Gephart Mfg. Co., 228 W. Illinois St., Chicago, Ill.

SPORT AID

REFER HT 779



Prospects: Golfers, bowlers, tennis and baseball players, etc.

Sales Features: Lack of control, due to dry skin or excessive perspiration, can be overcome by the use of "Sport-Grip" in such sports as bowling, golf, tennis, baseball, etc. where grip is essential for control of action. The preparation will not make hands sticky or tacky, but keeps skin soft and pliable, according to maker. Available in the following sizes: compact model, fits into pocket, purse or bowling bag; larger size, in tubes.

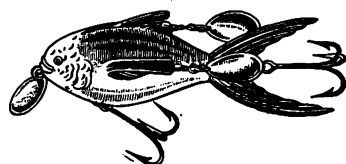
Dealer Helps: National advertising in sport magazines.

Suggested Retail Price: Compact size, 25c; tube 50c.

Sport-Grip Manufacturing Co., 6254 S. Champlain Ave., Chicago, Ill.

FISH BAIT

REFER TO HT 780

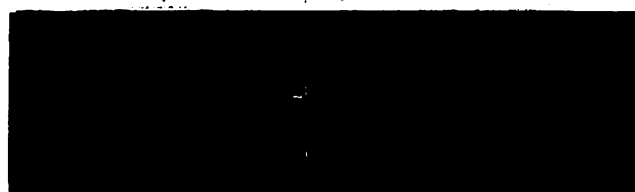


Prospects: Fishermen.

Sales Features: The new "Wig-L-Tail," with its flexible rubber tail, is said to duplicate the antics of living fish, tempting the most wary of game fish. Molded of "Tenite," to which the bright surface decorations really stick and endure. Side fins equipped with spinners, and tails are interchangeable, easily snapping on or off. Additional tails available in various colors.

Dealer Helps: Descriptive literature.

Shannon Lures, Inc., 1550 N. Western Ave., Chicago, Ill.



"FOR THE OBJECT OF MY AFFECTIONS"—Bullock's, Los Angeles.

"GET SET FOR THE COLDEST WINTER IN 50 YEARS"

—Many talk about the weather, but the Keystone Heating Company are prepared to do something about it by offering to keep the folks in Pittsburgh warmer.

"DROP EVERYTHING"—Prices are going down in a general storewide clearance at Mehornay's, Kansas City.

"FIXING UP . . . ON THE FARM ! !"—During the next few weeks the farmer will have some spare time, and we are suggesting that he put it to a good use.

"SAVE TOMORROW—IT'S SCOTCH TUESDAY! A DAY OF SPECIAL VALUES AND GREATER SAVINGS—1 DAY ONLY! BE SCOTCH! BE THRIFTY! SAVE!"

"SIT-DOWN SALE"—A striking idea, the argument of which is that prices at the Summit Co., Akron, are so low that salesmen sit and wait on buyers.

"AN OLD FASHIONED GRAB BAG SALE"—Everything but the kitchen sink was included in the Grab Bag Sales of Mayer-Marks, Cleveland.

"BARGAIN REVIEW OF 1940"—A New York dealer is holding the "Passing Show of Values in 1940."

"TODAY'S BEST BETS"—Those who put their money in the birthday values at Loeser's Basement, New York, will win in a walk.

"THE SUPREME COURT OF PUBLIC OPINION"—The stamp of public approval is evidence for the material values by Burger-Phillips, Birmingham.

"HIS HOBBY IS GARDENING"—(garden equipment).

"SHE MADE HER KITCHEN THE GAYEST ROOM IN THE HOUSE"—(housewares).

"GOOD KITCHENS LEAD A DOUBLE LIFE"—(housewares).

"DUTCH TREAT"—A new way of saying, "It pays for itself." It is a thought by Baldwin's, New Orleans.

"STAR SALESMEN'S SALE"—The best sellers at Bloch-Daneman's, Milwaukee, compete in a store sales contest.

"WE'RE 'GOING PLACES' IN 1941"—Start your advertising year off with this action heading.

"TO GIVE YOU A THRIFT START IN 1941"—This was a "shop-and-go" sign used to start off the New Year.

"THE LEAN YEARS ARE GONE!"—"Peace and plenty" is the prediction in a heading by Howe & Rogers, Rochester.

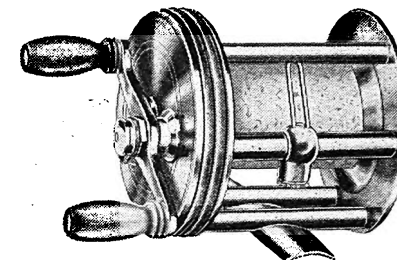
"EXCUSE OUR DUST"—One of the best headings for a remodeling sale that we've ever laid eyes on, was used recently in Houston.

"THANK YOU" SALE—In appreciation of patronage for business, a St. Louis dealer offers certain merchandise at half price.

"THEY'RE THE BERRIES!"—An idea by Rhodes, Seattle, that should prove fruitful.

CASTING REEL

REFER TO HT 781



Prospects: Fishermen.

Sales Features: This new Casting Reel Model 10-C features simplicity of construction, durability, and smooth, free and easy-casting qualities. Principles of design include Coxe cross-bolt-take-down construction; gear shaft oiling feature; feather-touch thumb drag; new level winding screw guard, giving more complete protection; adjustable click on tail plate. Constructed of high grade brass throughout, chromium plated; gear shaft, level winding pawl and cross-bolt of monel metal. 100-yard capacity. Quadruple multiplying. End plate diameter 2 1/4"; spool diameter 1 1/2"; pillar length 1 3/4".

Dealer Helps: National advertising in sport magazines.

Shipping Weight: 13 ozs.

Suggested Retail Price: \$12.50.

Suppliers: Wholesalers.

J. A. Coxe Reel Co., 119 N. Matteson St., Bronson, Mich.

★ PICNIC STOVE ★

REFER TO HT 782



Prospects: Picnickers, campers, etc.

Description: The new 1941 "Hi-Lo" Picnic Stove, to be featured during National Hardware Open House this spring, introduces "panless" cooking. A hinged, sheet metal wind-guard for the back of stove can be swung over the open wire grill so that it provides a solid surface for cooking—bacon, eggs, pancakes, etc., can be cooked without pans. By swinging the metal plate back as a wind-guard, it leaves an open grill on which other types of food may be prepared. Two sizes: small size, top surface 9 1/2"x14"; large size, 11 1/2"x18". A carrying case, with overall wood-grain finish, furnished with each stove without extra cost.

Dealer Helps: Case carries an illustration on each side, showing how stove is set up and used; designed so that it can be used as part of window or counter display. Special material to tie in with Open House, illustrations of suggestive displays, publicity material, etc., available to dealers.

Weight: Small size, 7 lbs.; large, 9 lbs.
Union Steel Products Co., Albion, Mich.

FENCE CONTROLLERS

REFER TO HT 783



Prospects: Stock farms.

Sales Features: This new "Shox Stok" All-Electric 110-Volt Fence Controller embodies a current-limiting device which maintains the voltage and amperage well within the standards set down by various electric fencing codes. Attachment plug of the machine contains removable fuses which prevent overloading either the fence wire or the controller. Mechanism has no moving parts whatever. Built to Underwriters' specifications, and approved by National Bureau of Standard Safety Code for Electric Fences. Carries a five-year guarantee.

Dealer Helps: Unit covered by Products Insurance, and certificates of this insurance are available to dealers on request.

Shipping weight: 5 lbs.

Suggested Retail Price: \$11.95.

Suppliers: Wholesalers.

Guaranteed Products Corp., Wellington, Ohio.



"WE'RE PLANNING TO ELOPE . . . MIND IF WE PRACTICE A BIT ON YOUR LADDER?"

SCANNING THE FEE D for ideas

HOW OTHERS HAVE INCREASED STORE TRAFFIC

EFFECTIVE DISPLAY AND PRICE METHODS—A dealer in Santa Monica, Calif., has increased his volume in fire-place equipment sales considerably by a new display idea and a new method of pricing. Only ensembles are now shown and no less than ten such ensembles at one time. The customer buying a complete three-piece set (consisting of screen, fire set, and the andirons) gets a 15 per cent discount, as compared with buying the pieces separately; if two of the three pieces are purchased, he gets a 10 per cent discount. This plan has practically eliminated the selling of separate pieces and has increased the unit sale on the average of 400 per cent, claims the dealer.

NOVEL BUSINESS CARD, A SALES BUILDER—A salesman in a western city has hit upon an unusual advertising and promotional plan. He has had printed a business card, double the size of the ordinary one and which folds in the center. One face of the card is in the form of the usual business card; on the other appears the following message, signed in longhand by the salesman: "I am able to make this purchase because I am on the payroll of the Hinman Super Service. I trust you will return the favor by coming in to see me when you are in need of oil, gas, tires and batteries." Whenever he makes a purchase from the druggist, groceryman, and other merchants, he gives them a card—and he does it *every* time, no matter how many times he may have handed a card to a particular merchant. The salesman has been using this plan for several months now, and reports a notable increase in business directly traceable to it.

GOOD WILL BUILDER—Many new families are moving into various communities as the result of camps and other defense measures. There are many ways to secure a list of newcomers to a town, and even though this service might involve a little expense, it would be a good investment and bring in many new customers and additional business. A personal call, a 'phone call or a friendly "welcome" letter addressed to these newcomers—or a combination of the three—would serve to build good will as well as secure many new customers.

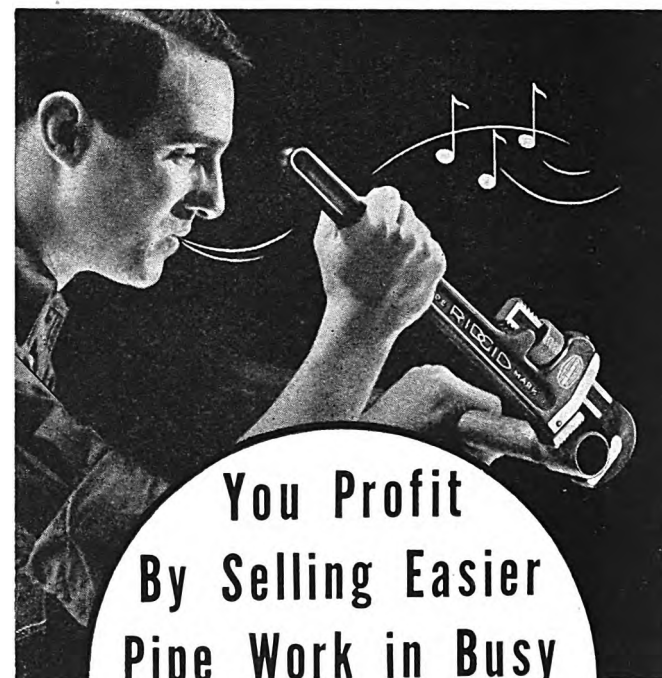
FEATURING SMALL APPLIANCES—By making a store feature of small appliances instead of hiding them in obscure places, a dealer in Salem, Ore., has increased his business to a marked extent. A specially built stand, located about eight feet in front of the door stands out like a "sparkling jewel" against a dead white background of refrigerators and ranges—and it can be seen from the sidewalk.

"SELF-SELLING" TAG—There is constantly more pressure being exerted by the consumer for merchandising information; facts about washing, cleaning and caring for an appliance are in greater demand by the public. It is difficult to pass along verbally all of this information to the salesman and then, in turn, expect him to relate it in full to the consumer. A "self-selling" tag is the answer.

"BROWSERS" BRING BUSINESS—The Johnson Hardware Company, in Hastings, Minn., encourages "browsing around." Customers find it pleasant to do this, for merchandise is all out on the counters, and the atmosphere of the store is friendly and "homey."

"ONE DAY SPECIALS" CREATE STORE TRAFFIC—To offset the dull period in business which occurs in many stores during the early months of the year, a store in Iowa has inaugurated an advertising campaign, which is said to have produced substantial returns. This consists of the inclusion in the store's regular advertisement of boxed copy, which always has the same appearance. In boxes only "one day specials" are featured each time, and while every department in the store is represented at some time during the campaign, care is taken that the items selected are of the type which will create store traffic. To further guarantee traffic, a line appears just inside the border which reads: "Sorry . . . no 'phone or mail orders."

REFER TO HT 784



Easy-Working

RIGID
Pipe Wrenches Save
Your Customers
Drudgery, Time and
Money.

No More
Housing
Repair
Expense

THE country-wide demand this year is to produce **more** and **faster**. You can do your share by selling tools that save effort—like **RIGID** Wrenches. The full-floating chrome molybdenum jaws grip without slipping, let-go without jerk. Pipe scale on hookjaw means quick-setting to pipe, adjusting nut spins easily in all sizes, 6" to 60". Comfort-grip alloy I-beam handle, whole tool balanced for effortless work. And that guaranteed housing practically ends waste of time and money making repairs. Show your customers how to take it easier—accomplish more—and they buy more **RIGID**S. Ask your Supply House or write us for the profit facts.

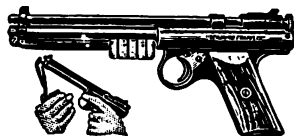
THE RIDGE TOOL CO. • ELYRIA, OHIO



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AIR PISTOL

REFER TO HT 785



Prospects: Target-shooters, trappers, hunters and campers.

Sales Features: The Benjamin Super 8-Shot Air Pistol No. 150 can be used anywhere for practice firing or off-hand shooting, without noise, smoke or fumes. Shooting force is adjustable—depending on air pressure—with maximum power and accuracy, it is claimed. This model is particularly adaptable for trappers, etc., as one shot advances from magazine and is placed in firing position each time bolt is set; last shot is not fired out since it acts as part of feeding mechanism, but can be removed. Length overall 10 $\frac{1}{8}$ "; shot barrel 6". Patridge type sights 9" apart. Rear sight adjustable for elevation and windage. Gun metal finish barrel and butt with walnut stocks and pump handle. Hair trigger $\frac{1}{2}$ to 3 lbs.

Dealer Helps: Handout or mailing folder.

Weight: 2 lbs.

Suggested Retail Price: \$10.00.

Benjamin Air Rifle Co., St. Louis, Mo.

SHOWER CURTAIN HOLDER

REFER TO HT 786



Prospects: Homes.

Description: New shower curtain holder designed to prevent wet bathroom floors due to loose curtains. A rubber suction-cup holder grips the bathtub tightly, while the metal clasp holds the shower curtain snugly against the bathtub.

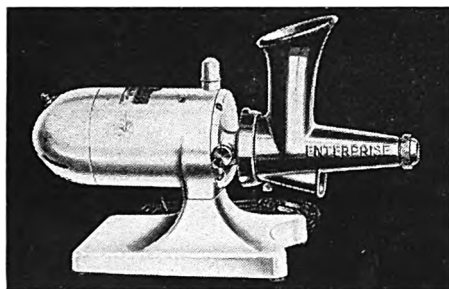
Dealer Helps: Set of 3 holder on an attractive display card.

Suggested Retail Price: 10c for set of 3.

Keystone Brass & Rubber Co., Inc., Broad & Lehigh Ave., Philadelphia, Pa.

VEGETABLE JUICER

REFER TO HT 787



Prospects: Homes, restaurants and institutions.

Sales Features: The new "Enterprise" Electric Juice Extractor No. 270 easily extracts juices from carrots, celery, beets, lettuce, spinach and other vegetables, separating the pulp from the juice automatically. It is simple to operate, and easily cleaned. Substantially built for hard use, finished in white enamel.

Suggested Retail Price: \$24.95.

The Enterprise Mfg. Co. of Pa., Third & Dauphin Sts., Philadelphia, Pa.

THE BUSINESS DIGEST

(Continued from First Page)

The total volume of construction in 1941 will be substantially more than in 1940, according to a recent forecast of F. W. Dodge Corporation. The increase in all types of construction will be 14 per cent. W. C. Bober, statistician and economist for Johns-Manville, forecasts a 7 per cent increase. All economists agree that there will be more building next year.

Biggest factor in the optimistic outlook for 1941 is the huge defense program which will pour some five hundred to six hundred million dollars a month into the pockets of industry and labor. Add to this the natural increase as we get farther into the present building boom and the above forecasts seem to be conservative. The reason for that conservatism is the unknown future of prices and costs and the deterring effect of price increases on building prospects.

Housing demand forecast estimates a total increase for 1941 of 11 per cent, due entirely to public residential construction. According to Dodge, private residential construction will decline 9 per cent. The same source estimates non-residential construction for 1941 to be 17 per cent greater.

"With Uncle Sam reportedly dickering for from 40,000 to 60,000 oil heaters for permanent installation in cantonments, shops and offices, where furnaces are not required, and oil stove demand by the public running 25 to 33 $\frac{1}{2}$ per cent higher than last year, the oil heater industry is nearing the close of one of the busiest years in its young history," said H. L. Strickler, in *Furniture Age*.

Last fall recorded one of the best gains in oil heater sales since they began to replace coal stoves. Production will probably exceed the peak year of 1937 by a small margin. Individual manufacturers report gains running all the way from 20 per cent to 70 per cent over last year, which was a normal one for the industry.

Some dealers have been worrying lest the stove industry become involved in defense manufacturing and forget them and the public. Outside of supplying Uncle Sam with heating and cooking equipment for camps, etc., it is considered unlikely by such authorities as A. T. Atwill, President of Quaker Manufacturing Company and head of the oil division of the Institute of Cooking and Heating Appliances Manufacturers, that the industry can further serve its country, although most willing. Mr. Atwill predicts that by merely putting more men to work, the industry can supply all government needs and make satisfactory deliveries to dealers.

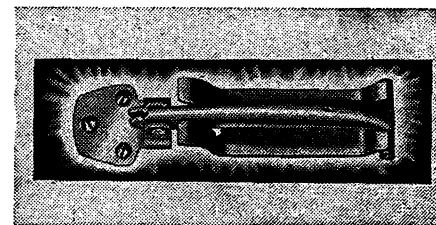
You cannot advertise an offer of sale as "special" or "introductory" when such an offer is in fact a regular offer, nor can you advertise a sale to be limited as to time when such is not the fact, without being liable to prosecution by the Federal Trade Commission.

A survey over the last 26 years in the state of New York discloses a steady drop in the factory working force of 1.8 points each year, due to technological advances which have greatly increased the industrial output per worker. On the other hand, the individual purchasing power of the factory worker has increased 40 per cent in volume. The long term trend is for less industrial employment but greater purchasing ability. This trend will be interrupted by the present armament activity, but at a much smaller rate than 25 years ago, and will be resumed immediately after. What will be the position of your store? (1) During the coming five years of high but somewhat artificial industrial activity. (2) When the return to normal conditions makes new and increased technological unemployment almost unavoidable. Will profits during the years of prosperity be large enough to set up a reserve against the eventuality of another slump?

There is a belief that those whose birthdays come right after Christmas are unfortunate in that they are seldom remembered. This is indeed a fallacy, for what parent would forget a child's birthday? Even if they did, however, the child would be certain to remind them about it. Children whose birthdays come right after Christmas usually receive just as many presents as those whose birthdays, for example, come in June. It is suggested, therefore, that after Christmas a Birthday Section be installed in the toy department, where customers might procure party accessories, games and suitable birthday presents.—*Playthings*.

LATCH-LOCK

REFER TO HT 788



Prospects: Homes and apartment buildings.

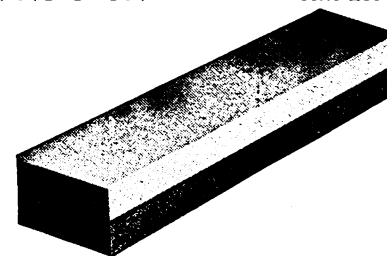
Sales Features: With the new "3-Way" Safety Latch-Lock, a door may be securely locked, opened only wide enough for purposes of observation or conversation, or it may be locked open just wide enough to permit ventilation in the room, without the danger of anyone picking or forcing the lock—yet it can be quickly unlatched from the inside. Operation of the lock is completely protected from tampering from the outside. Fits any house or apartment door as well as service chutes and basement windows, and is easily and quickly installed. Satin-brass finish. Carries endorsement and recommendation of police officials in many of country's largest cities.

Dealer Helps: Descriptive literature.

Suggested Retail Price: 35c complete, ready to install. Automatic Safety Latch Co., 8516 Fenkell Ave., Detroit, Mich.

SHARPENING STONE

REFER TO HT 789



Prospects: Homes, farms, machine shops, etc.

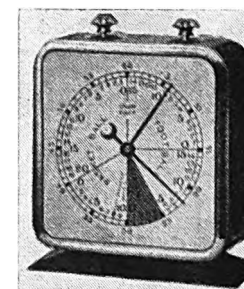
Description: A new stone for sharpening, edging, and finishing operations, is announced. Has artificial abrasive on one side and "Berea" grit sandstone for finishing on the reverse side. Stone is 8" long, 2" wide and 1" thick.

Dealer Help: Descriptive literature.

The Sterling Grinding Wheel Co., Abrasive Division of The Cleveland Quarries Co., Tiffin, Ohio.

STOP CLOCK

REFER TO HT 790



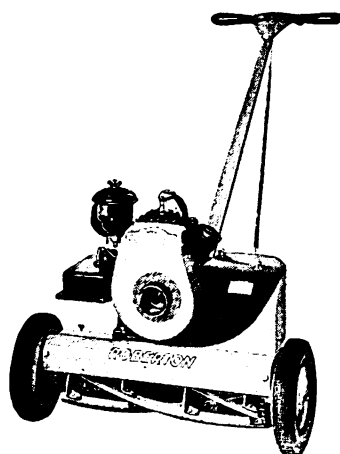
Prospects: Schools, colleges, etc.

Sales Features: This combination basket-ball and football stop clock with a red sweep-second hand, has 8 and 10-minute markings for preparatory and high school basketball timing, and regular 20-minute periods, and a 15-minute and 30-minute period for football. The clock reads in reverse, giving the time left to play instead of elapsed time. Start and stop buttons, located at top of clock, are in green and red respectively.

Aristo Import Co., Inc., 630 Fifth Ave., New York, N. Y.

LAWN MOWER

REFER TO HT 791



Prospects: Home and estate owners.

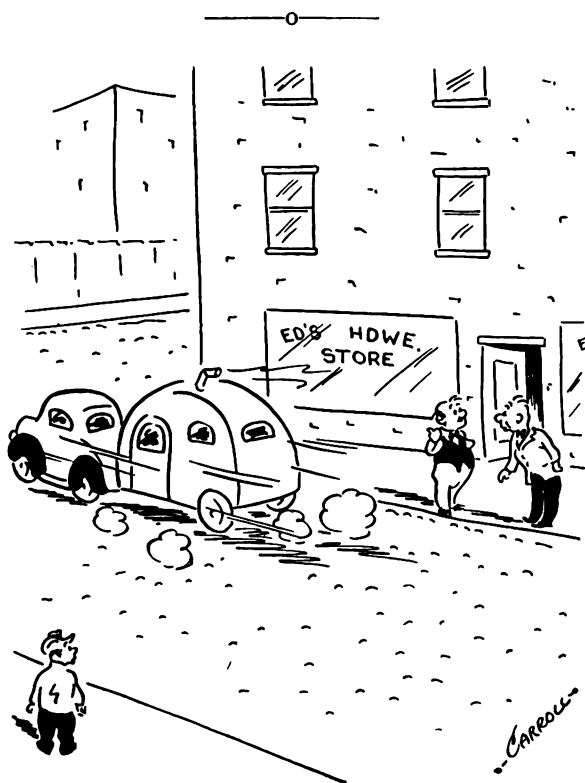
Sales Features: Operation of the new Robertson Gasoline Power Motor is simple—has no complicated levers. Its low weight of 100 pounds eliminates scuffing or tearing of turf. Trimming made easy by novel fingertip speed control. Running speed $1\frac{1}{2}$ to 3 miles per hour. Cutting unit is of pressed steel, with five blades and a four-spider reel, double riveted. Replaceable, heat-treated, one-piece tool steel cutter bar; cutter box adjustment mounted outside frame. Briggs-Stratton 4-cycle, $\frac{2}{3}$ H.P. WI type engine. Red enamel finish, with black trim; cadmium plated fittings.

Dealer Helps: Consumer literature; national advertising.

Package and Shipping Weight: Packed individually, completely assembled except for handle; 112 lbs.

Suggested Retail Price: \$77.50—slightly more west of Denver.

Robertson Manufacturing Co., Michigan City, Ind.



"I WONDER IF WE MADE A MISTAKE SELLING THEM THINGS ON CREDIT"

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Among the fast-moving electrical housewares, double toasters seem to be attracting much general interest. Door chimes and table broilers are also among the more popular items. Soda syphons, ice tubs, showers curtains, bathroom scales and hampers, utensil sets and carpet sweepers are just a few of the categories which might be mentioned as outstanding.

Swing-A-Way can opener at \$1.39, two-tone electric door chime (NuTone) at \$1.95. Ten piece kitchen cutlery set with rack (Universal) at \$4.95, Windsor door chimes (Rittenhouse) at \$3.95. "Sea Life" Cordura rayon shower curtains (Fabricated Products) at \$2.95 Monogrammed two-slice automatic toasters (Toastermaster) at \$16. Weight-control bath scale (Health-O-Meter) at \$3.95. Three-in-one appliance sale; lamp, cylinder-type vacuum cleaner and iron (Westinghouse), the latter item at \$1.95, and automatic electric coffee maker (G-E) at \$12.95.

Backed by newspaper advertising, demonstration on new National Pressure cooker drew good response at \$14.95 retail for 9-qt. size. Cooker is a stain-resistant aluminum alloy utensil with seamless construction. Visible pressure gauge with automatic operation releases steam through pet-cock at danger point. Equipped with twin handle aluminum wire rack, open-work aluminum rack, round cooking tray, twin semi-circular cooking compartments, rack with adjustable height legs. (National Pressure Cooker Co., Eau Claire, Wis.)

Repeat promotion of Adap-Table at \$3.98 continued to draw good response. Table has tubular metal frame and 18" x 24" tilting top. Adjusts from 25" to 37" in height (Esmco Products, Brooklyn, N. Y.)

New article is the Whistling Egg-O-Master which sells at \$1.00, \$1.25 and \$1.50. Demonstration caught the attention of many shoppers and sales for this item were said to be very numerous. Egg-O-Master cooks eggs, any style, by steam pressure.

Curtain stretchers made a hit with shoppers at \$1.69. Unpainted furniture made many sales, it was reported. G-E Washers, were advertised for \$33.35 and Detroit-Jewel gas ranges were offered for the occasion at \$47.50.

A survey of retail conditions in the middle west shows that consumer buying is the greatest in recent history. Stores visited were crowded. This was reminiscent of 1929, and was indicative of the peak holiday buying period. While naturally certain departments showed more favorable trends than others, nevertheless most divisions reflected the expanding consumer buying.

Discussions with retailers in the cities visited indicated that many merchants under-estimated consumer buying. While preparations were made for a larger volume this year than last, nevertheless they were hardly equal to the gains which materialized. A year ago retail sales were rising sharply, a reflection of the sharp upturn following the outbreak of hostilities in Europe, and therefore the opinion prevailed that volume might have difficulty in advancing above a year ago. When the figures are available, holiday volume in units this year will prove to be the greatest on record, although total dollar volume of sales will not equal 1929. Retail prices today are below 1929; and therefore even a moderate decline in dollar volume would mean a sharp gain in units moved.

REFER TO HT 792

Two Big Values in Lawn Sprinklers

TURBINE

This little red headed turbine will please your customers because there are only three parts—nothing to get out of order. Does a fine job on the counter or on the end of a hose.

50c

Floating Head

For your quality trade you need not hesitate to suggest this Floating Head Sprinkler—no metal-to-metal bearings—the head floats on a cushion of water. Fine mist or rain over large area.

\$2.50

Send for samples today—these are profit-makers

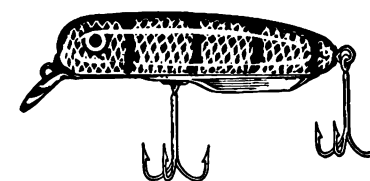
Premax Products

Div. Chisholm-Ryder Inc.

4109 Highland Ave. Niagara Falls, N. Y.

FISH BAIT

REFER TO HT 793



Prospects: Fishermen.

Sales Features: The new "Glitter Bottom Bleeder" No. 11 is said to stimulate a live, wounded minnow trying to escape—it zigs, zags, bleeds, darts and weaves. This bait actually "bleeds" from two vegetable compound tablets inserted in receptacle at bottom of bait. This feature, in conjunction with the new stainless steel glitter bottom, makes the bait a great fish attractor, according to manufacturer. Colors: Redhead with white body; Redhead with White Sparkler body; Redhead with yellow body; Black Sparkler, Pike, Perch, Silver Sides and Full Scale body. Length, 3"; weight $\frac{5}{8}$ oz. One dozen "Bleedlure" vegetable tablets furnished with each bait.

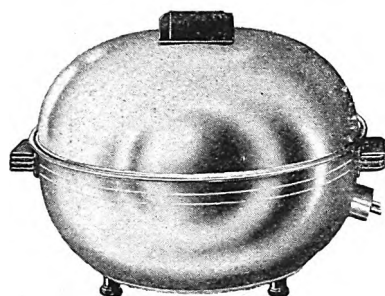
Dealer Helps: Consumer literature; national advertising. *Package and Shipping Weight:* Individually packaged with 1 doz. tablets.

Suggested Retail Price: \$1.00.

Suppliers: Wholesalers.

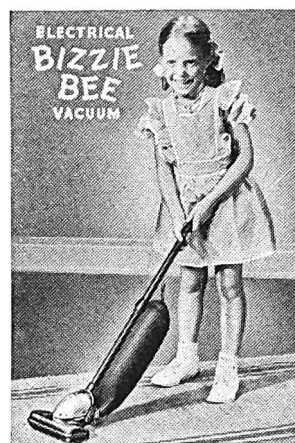
National Tackle Co., Dept. 10, 17 South Main Street, Tulsa, Okla.

REFER TO HT 794



Utility Electric Co., 620 Tower Grove Avenue,
St. Louis, Mo.

REFER TO HT 795



Electrical Toys, Inc., 4364-66 Elston Ave., Chicago, Ill.

January, 1941

Ideas FOR AGGRESSIVE ADVERTISERS GLEANED FROM NEWSPAPERS EVERYWHERE



"Niagara Falls"
CAN WAIT..
LET'S GO TO THE
ELECTRIC
Cooking
School!

There's no such thing as an excuse for missing this great **COOKING SCHOOL!** Everyone will be there. It's educational...it's entertaining...it's one of the biggest events of the year for the modern homemaker. **COME** and bring your friends. You will enjoy the booklet you will receive, telling just how you can make the cooking school dishes in your own home. You will want to meet and talk to the famous Home Economists who are conducting this unusual school. And Friday is the last day—it's the day that the Electric Range is to be awarded along with other valuable awards. So plan now to attend.

Admission
FREE

Valuable
DAILY
Awards

New
RECIPES
New Ideas!

FRIDAY is the LAST DAY
COME and BRING
YOUR FRIENDS
Final **AWARD**
AN ELECTRIC RANGE

Food and Meat Choppers

The tool of a thousand uses in any
No. 5 Enterprise Meat Shop

\$2.98

Food Choppers for Lighter
98c up

WANT SILENCE?
CHANGE
TO GAS
REFRIGERATION

pendable
SHLIGHTS

Sturdy cases, long-life switches, power-



ful reflection, making these flashlights superior values.

49c up

**Fresh, Strong
BURGESS**

Master PADLOCKS

BATTERIES

Dated, so you know they're fresh — giving you assurance of light when you need it during the longer nights of fall and winter. Fill up your flashlight now — you may need it tonight!

10c each

**More Than Ever, You Need
The Longer Range of Super3**

There are more days now when you don't get 'em unless you can take them at the longer ranges. The Short Shot String of Western Super-X shot shells increases the number of effective pellets at long ranges. Gives you more clean kills. Fewer clippies. We have everything for shooters.

Western
Super-X
LONG RANGE • WILDFIRE LOAD

12 gauge \$1.25 per box

Now It's
"Skate to Health"
The "Rollcoy"
RINK SKATES
First Time At This Price
\$0.95



For Men

ONLY \$1 DOWN

High Grade Leather
 1 pair, 350 Oak South
 Side

Approve Official \$1 DOWN

\$11.95

11 DOWN



**BUY THEM ON OUR
EASY PAYMENT PLAN**

**SPALDING-
BOURNE & ROND**

**"NO SENSE," BUT
BRINGS IN \$ \$ \$**

EARLITERATE WEAK

**SPELL YOUR NAME RIGHT ON
YOUR CHECK THEN DEW AS YOU
DEPART WITH THE BEST OF THE WAY**

**WE GOT SUM
BARGINS**
WOTCHA WANT?

Specials

HOME NEEDS

Adjustable Spring Steel
LEAF RAKE
Adjustable from 11½ to 20
inches spread. Light, dur-
able, made of light

98^c

Zipper Top
TRASH
BURNER

Made of rust-resisting galvanized wire, 28 inches high, 20-inch top diameter. **89^c** a real buy at.

Flexible Flat Sink and Drain



49¢

Made of 1/4-in. tempered spring steel with ball point end which enables cleaner to go through traps and around bends easily. 25-ft. length. **SPECIAL**


A Real Buy

CLOSE!

A

See it in person!

Pays for itself the first time you use it



General Electric
Automatic Iron

—You'll be amazed at how many convenient features General Electric Automa Irons have: button nooks thumb rest — comfortable molded handles — heel re-

Try one of these new irons now!

\$4.95 up

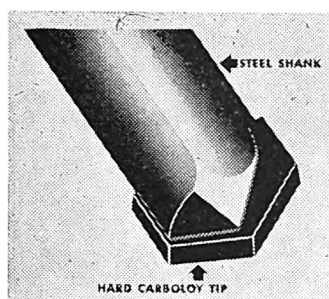
KNEE PADS

Split leather, full leather, or rubber. Some padded with sponge rubber. All well made and durable.

25c up

MASONRY DRILL

REFER TO HT 796



Prospects: Masons and contractors.

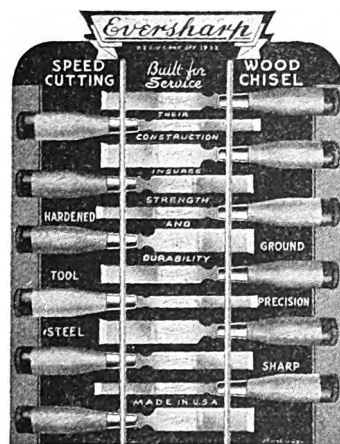
Sales Features: A new drill is now being produced which will drill holes in brick, concrete, tile, terazza, slate, marble, etc., 50 to 75 per cent faster and with virtually no noise except that of the hand power device used to operate the drill itself, it is claimed. Secret of the drill is an inserted "blade" in its tip, made of cemented tungsten carbide, a substance almost as hard as a diamond. Holes made by the drill are cleanly drilled, eliminating most of the danger of cracking and chipping. Drill is said to have up to 50 times longer life than steel drills. Available in standard sizes to drill holes ranging from 3/16" to 1 1/8".

Suggested Retail Price: \$3.00 to \$14.50 each for standard types.

Carboly Co., Inc., Detroit, Mich.

CHISEL ASSORTMENT

REFER TO HT 797



Dealer Help: This "Eversharp" Chisel Assortment No. 350 holds one dozen chisels—four each of three popular sizes: 1/2", 3/4" and 1". Colorful royal blue and orange display card attracts attention. Blades of chisels are of hardened and tempered high grade carbon tool steel; all surfaces are ground, highly polished, and cutting edges are accurately sharpened. Ferrules, steel, fitted securely to handle. Handles, selected hardwoods, natural finish, blue tipped, capped with leather protector. Length over-all 9 1/2"; blade 4 1/2".

Shipping Weight: 1 gross 55 lbs.; 2 gross 105 lbs.; 5 gross 240 lbs.

Suggested Retail Price: Chisels, 25c ea.

Suppliers: Wholesalers.

E. W. Carpenter Mfg. Co., 1655 Railroad Avenue, Bridgeport, Conn.



ELECTRIC HEATER—A special feature of the new LaSalle line is a 1320-watt, fan-driven portable heater, to retail at \$6.95, but comparing favorably in appearance and performance with higher priced heaters. LaSalle Lighting Products, Inc., Heater Division, Buffalo, N. Y.

Specify HT 798 when using Reader Service Form pages 8-9

WRENCH-CLAMP-PLIERS—The construction and operation of this "three-in-one" tool are simple. An adjustable two-piece lever works against a movable jaw. Wrench is made of alloy tool steel, hardened and tempered, and finished with a nickel cobalt surface that manufacturers claim will not tarnish. Can be used as an adjustable end wrench, pliers, locking wrench, vise clamp, portable press or as a lock-on handle for star drills, files, augers, etc. Petersen Mfg. Co. DeWitt, Nebr.

Specify HT 799 when using Reader Service Form pages 8-9

WATER HEATER UNIT—The new, improved "Calrod" Immersion Water Heater Unit has just been announced. Besides its curved design, there are three outstanding improvements featured. Material used has high dielectric strength and will adhere to Bakelite. Both twin and single hairpin "Calrod" units are available in this new type. Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago, Ill.

Specify HT 800 when using Reader Service Form pages 8-9

LAMP HOLDERS—The new Hildy Lamp Holder is available in the following models: "Yardlite," with use with 150-watt Par 38 outdoor or spot lamp; "Spotlite," for indoor use; "Flexextension," flexible socket and lamp holder, for use with R-40 and similar reflector lamps; "Swivel" socket, inserted in any existing outlet, eliminating installation and additional sockets.

Hildy Products Co., 2122 W. Vliet St., Milwaukee, Wis.

Specify HT 801 when using Reader Service Form pages 8-9

FLOWER HOLDER—Here is a novelty that should be sold readily by those dealers handling seed and garden supplies. Lends itself well to window displays as well as for home use. It is designed for either living plants or cut flowers. Its name, "Picture Setting," is indicative of its use. Created Ideas, 1920 W. 8th St., Cincinnati, Ohio.

Specify HT 802 when using Reader Service Form pages 8-9

GAUGE BLOCKS—Accuracy to eight-millionths of an inch is claimed for a set of five toolmaker's and machinist's gauge blocks measuring 1, 0.500, 0.250, 0.125, and 0.0625 inch.

George Scherr Co., Inc., 128 Lafayette St., New York, N. Y.

Specify HT 803 when using Reader Service Form page 8-9

EXIT INDICATOR—In a new glass exit globe, the bottom is left open for the rays of the electric light to shine down on the doorway. It is made to fit a standard wall bracket, and can be bought with changes in wording to act as a marker for elevators, washrooms and other places.

Kopp Glass, Inc., 2212 Palmer St., Swissdale, Pa.

Specify HT 804 when using Reader Service Form pages 8-9

COIN-KEY-CHAIN—A handy gadget, called the "Coin-Clip-Key-Chain," has been designed for subway riders, telephone callers, and toll-paying motorists. One end of a short chain is a key ring; on the other is a little cylindrical coin-clip which holds five dimes and four quarters or nickels on opposite ends.

Rudson-Wood, Inc., 11 W. 42nd St., New York, N. Y.

Specify HT 805 when using Reader Service Form pages 8-9

(Continued on Page 14)

REFER TO HT 806



Keeps you well-informed on farm building materials to help you get a full share of the profits they offer » » »

Convenient manual helps you recommend the right Milcor farm building products to give farmers long-time service and satisfaction, and bring them back to you for other hardware items. Illustrates and describes the complete line of Milcor Farm Roofing carried in ready-to-ship stocks — including popular Milcor "Perfect-Lap Two-Drain" Channel Roofing — and other materials that help you show farmers how to solve ventilating and lighting problems, roofing problems, watering and feeding problems . . . and get their orders. Let this Milcor Steel Roofing and Siding Manual help make your selling easier. Send for it today. G-66B

MILCOR STEEL COMPANY

MILWAUKEE, WISCONSIN CANTON, OHIO

CHICAGO, ILL. • KANSAS CITY, MO. • LA CROSSE, WIS.

• NEW YORK, N. Y. • ROCHESTER, N. Y. • BALTIMORE, MD.

Sales Offices: Minneapolis, Minn., Little Rock, Ark., Dallas, Tex., Denver, Colo., Washington, D. C.

LAWN RAKE

REFER TO HT 807



Description: The "Silver Sweep" Lawn Rake, attractively finished in silver and metallic green, is so designed that every prong keeps even contact with the surface of the ground, regardless of the angle of raking. Sturdily constructed of lightweight metal alloy for additional handling ease. Rakehead and prongs cadmium plated to insure against rusting. Full sweep of 18" provided by 22 flat metal prongs. Wooden handle, 47" long, finished in green. Overall length, 58 1/4".

Package and Shipping Weight: 12 units to carton, 20 lbs.

G-H Specialty Co., Dept. H, 3408 North Holton St., Milwaukee, Wis.

THE BRIEF CASE—Continued

RADIO DOOR 'PHONE—Dual purpose in bringing out the new radio door 'phone is to provide radio broadcast reception and two-way inter-communication in one outfit. For home use, the "external speaker" may go in a distant room or outside the front door, where you can use it to interview callers without leaving the radio. In the office, store or plant, it can be located at your secretary's desk or in any department with which you desire frequent communication.

Setchell Carlson, Inc., 2233 University Ave., St. Paul, Minn.

Specify HT 808 when using Reader Service Form pages 8-9

POCKET MAGNIFIER—A combination pocket magnifier is now made to give three, seven, or ten power magnification. One lens is a three-power singlet; the other a seven-power achromatic aplanatic doublet. Both used together function as a ten-power achromatic aplanat.

Bausch & Lomb Optical Co., Rochester, N. Y.

Specify HT 809 when using Reader Service Form pages 8-9

SCREW TRAY—A novel tray for arranging and holding screws has flanged sides and ends, and longitudinal slots into which the screws are arranged head up when the tray is shaken a few times. They are easily picked up by a mechanical device on the screw driver.

Independent Pneumatic Tool Co., 600 W. Jackson Blvd., Chicago, Ill.

Specify HT 810 when using Reader Service Form pages 8-9

ICING BOILER—A brand new idea in double boilers has just been announced. The upper section, or inset, has a round, bowl-shaped bottom for mixing. Bottom section is wide and flared for maximum efficiency on either gas or electric ranges. Cover fits bottom section for use as a sauce pan. Will meet a long existing need for a utensil of this type for making seven-minute icings that require constant stirring.

Aluminum Goods Mfg. Co., Manitowoc, Wis.

Specify HH 811 when using Reader Service Form pages 8-9

IRONER—Just being introduced to the trade is a low-priced full-featured cabinet ironer. Now your customers can sit down and iron everything with this new model TG "ABC" Cabinet Ironer, with its big 26" roll, made of non-warping, rust-proofed metal, covered with thick cotton padding.

Altorfer Bros. Co., Peoria, Ill.

Specify HT 812 when using Reader Service Form pages 8-9

TOOLS—A set of tools has recently been designed for the contractor or home owner desiring to install dry walls of compo-board or similar material. Principal in interest among them is a small, flat-bladed tool, looking much like a wide-spread putty knife. It does the job of spreading and taping the joints of dry wall application, and is designed for accuracy as well as speed.

E. C. Atkins & Co., 402 S. Illinois St., Indianapolis, Ind.

Specify HT 813 when using Reader Service Form pages 8-9

TEA KETTLE—Featured as a special between February 1 and March 30 is the new "Wear-Ever" Whistling Tea Kettle, with a capacity of two quarts, made in modern design, with Bakelite handle and knob on whistle. Has large spout for easy filling and pouring. Introductory price for this spring sale is \$1.79.

The Aluminum Cooking Utensil Co., New Kensington, Pa.

Specify HT 814 when using Reader Service Form pages 8-9

FLUORESCENT LAMPS—Three new fluorescent lamps have just been announced. The smallest of all is the new 6-watt 9" G. E. Mazda F lamp, which employs a T-5 round bulb and miniature bipin bases. This lamp has a list price of \$1.15.

General Electric Co., Nela Park, Cleveland, Ohio.

Specify HT 815 when using Reader Service Form pages 8-9

DOG LEASH—This automatic dog leash rolls up into a free-running reel, which is enclosed in a lightweight metal case, fitting into the palm of the hand. Small enough to be carried in pocket or handbag. Chrome model sells at \$4.00; silver, \$6.00; gold, \$10.00. Further details will be supplied on request.

Gillie-Hepburn & Co., Chanin Bldg., New York, N. Y.

Specify HT 816 when using Reader Service Form pages 8-9

HAIR CLIP

REFER TO HT 817



Description: "Sani-Clip" has been designed to remove superfluous nostril and ear-lobe hair easily and efficiently. Made of chromium plated surgical steel and is thoroughly sanitary. Pulls apart for easy cleaning.

Dealer Helps: Direct mail literature; window and counter displays; newspaper mats; national advertising.

Malcor Products, 54 Clinton St., Newark, N. J.

STEP STOOL

REFER TO HT 818

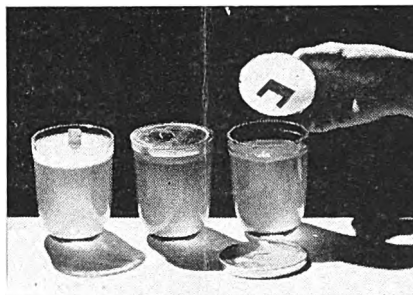
Prospects: Homes.

Description: This new, heavy duty Step Ladder Stool No. 150 is equipped with double steel ears and metal locks on each side. Bottom step is braced with steel rod and large 2" steel washers. Rear legs supported with rungs and cross braces. Height 24"; top 7½"x14"; steps 3⅝"; risers 2 5/8"; legs 1½". Finished with either red or black top and correspondingly colored hardware.

Woodenware Products Corp. 100 North Broadway, St. Louis, Mo.

JELLY CAP

REFER TO HT 819



Prospects: Housewives.

Description: The "EZ On-Off" Jelly Cap, not only protects the jelly, but also solves the problem of removing protective paraffin layer when jelly is to be used. The nickel lock tab with stem is placed on top of jelly; paraffin is poured on top of tab and around the stem, thus sealing jar. Cap is then put in place and tab bent over, making a tight lock. To use jelly, tab is bent straight, cap is lifted off, and a pull on the stem draws out the tab and paraffin. Caps and locks may be used over and over again. Maker claims the pure nickel tabs will not contaminate jelly, rust or wear out.

Suggested Retail Price: 6 caps and cap locks, 20c.

Suppliers: Wholesalers.

H & H Company, Box 455-B, Mountain Lakes, N. J.

THE BRIEF CASE—Continued

ARC WELDER—Clear vision inclined selector panel for easy selection of heats from an erect position is one of the special features of the new Emerson Electric A. C. Arc Welder. Ask for catalog X3896 for further details.

Emerson Electric Mfg. Co., St. Louis, Mo.

Specify HT 820 when using Reader Service Form pages 8-9

FLOUR SIFTER—Recently announced is a two-cup size sifter which has a patented cone bottom that permits sifting directly into measuring cup, eliminating extra handling of flour for measurement.

Foley Manufacturing Co., 3 Main St., N. E., Minneapolis, Minn.

Specify HT 821 when using Reader Service Form pages 8-9

GARDEN HOSE—A distinctly new type of garden hose that is extremely light is announced. A 50-foot length weighs only eight pounds, making it easy for a child to handle it. Carries from 65 to 75 per cent as much water as the conventional size at average pressure. Equipped with full size couplings, to fit all standard bibs.

B. F. Goodrich Co., Akron, Ohio.

Specify HT 822 when using Reader Service Form pages 8-9

FLUORESCENT LAMP STARTER—Announcement is made of a new fluorescent lamp starter, the "Mirastat," made in three sizes. Improvements claimed for this patented starter include elimination of "sputtering," retardment of blackening at end of lamp, long lamp life, and accurately-timed starting and re-starting. Approved by Underwriters' Laboratories.

Hygrade Sylvania Corp., Salem, Mass.

Specify HT 823 when using Reader Service Form pages 8-9

ELECTRIC FAN—A new 16" oscillating two-speed fan is a 1941 addition to the "Jack Frost" line. The 11 fans in this line cover a list spread of from \$4.95 to \$35.00.

Knapp-Monarch Co., St. Louis, Mo.

Specify HT 824 when using Reader Service Form pages 8-9

WALL GUARD—A new metal corner and wall guard, suitable for service and garage door openings in both residential and commercial construction, is made in a size that is practical and yet not cumbersome. Shipping weight is 46 pounds on the corner guard, and 44 pounds on the jamb guard. List price, \$5.25.

Majestic Company, Huntington, Ind.

Specify HT 825 when using Reader Service Form pages 8-9

FLY HOLDER—This new fishermen's fly holder is designed to be carried on the chest, so that flies are always ready for use, and making it impossible for them to become entangled. Made in two sizes: 16-fly size, \$1.50; 12-fly size, \$1.25.

National Tackle Co., Tulsa, Okla.

Specify HT 826 when using Reader Service Form pages 8-9

CELLAR DRAINER—The new "Sentinel" Cellar Drainer has a capacity capable of delivering 2600 g.p.h. against a five-foot head. Completely automatic, with attention free operation, and easily adaptable to various flood emergencies. Complete information available to dealers.

Red Jacket Manufacturing Co., Davenport, Iowa.

Specify HT 827 when using Reader Service Form pages 8-9

ICE REMOVER—This new product is known as "Tamco Ice Remover." It will melt its own weight of ice and is said to be more effective than ordinary rock salt. A 10-pound bag retails for 65 cents. Write for literature.

Tamms Silica Co., 228 N. LaSalle St., Chicago, Ill.

Specify HT 828 when using Reader Service Form pages 8-9

AUTO-KEY CASE—This new Auto-Key Case is made of durable, colored plastic; designed to harmonize with car interiors and made to hold two automobile keys, one at each end. Slight pressure on end of case ejects key for instant use. When in case, keys cannot come out.

Ward Plastic & Rubber Co., 1035 Hilton Road, Ferndale, Mich.

Specify HT 829 when using Reader Service Form pages 8-9

(Continued on Page 15)

THE BRIEF CASE—Continued



ELECTRIC DOOR OPENER-CLOSER—A broadside, 34" x 11", in color, fully describes the electric-eye-controlled automatic door opener-closer, known as "The Phantom Doorman." These broadsides, with space for imprint, are available to dealers. The Yale & Towne Mfg. Co., Stamford Division, Stamford, Conn.

Specify HT 830 when using Reader Service

SHOT SHELLS—A very useful sales help in the store, and for counter and mail distribution, is the popular Winchester folder on shot shells, attractively printed in three colors. When opened up, the folder makes a good display for store bulletins board of shooters' club room. Copies of this folder, 14" wide x 18 1/2" high, are available through your jobber, or by writing direct. Winchester Repeating Arms Co., Division of Western Cartridge Co., New Haven, Conn.

Specify HT 831 when using Reader Service

HAND SAW—Measuring 14" x 22" is a colorful poster featuring Electric Hand Saws, printed in red, blue on white stock. Will be sent free to dealers on request. Fred W. Wappat, 7325 Penn Ave., Pittsburgh, Pa.

Specify HT 832 when using Reader Service

FISH BAIT—The new 1941 line of Weezel Baits, both in the hair and feathered styles, is being packaged in a unique, transparent carton.

Weezel Bait Co. Cincinnati, Ohio.

Specify HT 833 when using Reader Service

THERMOMETERS—A new display for household thermometers should prove of special interest to all hardware dealers. Lithographed in six colors, this display offers opportunities for dealers to conserve space and brighten up their thermometer departments. The display is furnished with an assortment of 22 indoor and outdoor thermometers in six different styles, with a price range from 25 cents to \$1.00 each. Taylor Instrument Companies, Rochester, N. Y.

Specify HT 834 when using Reader Service

INKSTANDS—A new catalog which incorporates all 1941 desk sets is available to hardware dealers. Sengbusch Self-Closing Inkstand Co., 2222 W. Clybourn St., Milwaukee, Wis.

Specify HT 835 when using Reader Service

COFFEE MAKER—Manufacturers of the popular "Bretton" Model Silex Glass Coffee Maker, announce a January special of a four to six cup Kitchen Model and a matching "Moldex" Buffet Tray, the regular value of which is \$2.95, at \$2.45. In the deal includes the "Bretton" Electric Model, eight-cup size coffee maker, regular price, \$4.95 and a matching "Moldex" Buffet Tray at 50 cents, both for \$4.95.

The Silex Company, Hartford, Conn.

Specify HT 836 when using Reader Service

GUM TURPENTINE—A number of printed folders and booklets, designed to help the dealer sell paint materials, together with window and counter displays, are offered to increase the sale of canned gum turpentine.

American Turpentine Farmers Assn. Co-operative, Valdosta, Ga.

Specify HT 837 when using Reader Service

FISH GLUE—An attractive "Picture Package" display card, in colors, showing the product package, may be had by dealers with a combination merchandise assortment. Rogers Insinglass & Glue Co., Gloucester, Mass.

Specify HT 838 when using Reader Service

SAW SHARPENER—An attractive handout folder, with ample room for imprint, describes Rogers automatic grinding equipment.

Samuel C. Rogers & Co., 191 Dutton Ave., Buffalo, N. Y.

Specify HT 839 when using Reader Service

INTERIOR FINISH—A "keyed" color system, which allows customers a simple approach to the problem of choosing paint colors for any type of interior, was developed from the idea that each room has certain fixed and unchangeable colors in it. Dealers handling this firm's line of varnish and paints may obtain these color charts.

O'Brien Varnish Co., South Bend, Ind.

Specify HT 840 when using Reader Service

WAFFLE SERVICE—"Entertaining Hints" is the title of an attractive booklet in various colors describing the "Toastermaster" products. Also available is a small envelope enclosure, with room for dealer's imprint, covering the same items.

McGraw Electric Co., Toastermaster Products Division, Elgin, Ill.

Specify HT 841 when using Reader Service

PAINT—A dealer book of patterns, which you may show your customers, definitely fixes in their minds how the finished job will look. Other dealer aids are a painter book, window and counter displays and mailing folders.

John Lucas & Co., Inc., 322 Race St., Philadelphia, Pa.

Specify HT 842 when using Reader Service

FENCE CONTROLLERS—A two-color four-page envelope enclosure or handout folder, with room for dealers imprint, tells the story of the 1941 "Shox Stok," battery model, to retail at \$7.95.

Guaranteed Products Corp., Wellington, Ohio.

Specify HT 843 when using Reader Service

SUNLAMPS—A national sunlamp promotion, to take advantage of the fact that the public is "vitamin conscious," includes national magazine advertising and a variety of selling aids to dealers.

General Electric Co., Nela Park, Cleveland, Ohio.

Specify HT 844 when using Reader Service

"COLOR-SELECTOR"—The new "Amerock" Demonstrator, with the "Color-Selector" featured as a part of it, is available to dealers through hardware jobbers on a liberal free hardware plan, whereby the full cost of the demonstrator is returned to the dealer through the sale of the free hardware items. Write for complete information.

American Cabinet Hardware Corp., Rockford, Ill.

Specify HT 845 when using Reader Service

AUGER BITS—An attractive orange and black counter display card, 8" x 11", is available to jobbers and dealers stocking this company's line of auger bits.

Russell Jennings Mfg. Co., Chester, Conn.

Specify HT 846 when using Reader Service

MOTOR OIL—A new, attractive curb sign, measuring 19" x 27" high overall, is offered to dealers at \$1.50 f.o.b., Chicago.

Galena Oil Corp., Cincinnati, Ohio.

Specify HT 847 when using Reader Service

ELECTRICAL APPLIANCES—Available to all dealers handling "K-M" electrical appliances is a red, black and white decalcomania transfer for window or door, illustrating very prominently the new electrical servant trademark.

Knapp-Monarch Co., St. Louis, Mo.

Specify HT 848 when using Reader Service

DISHWASHING SINKS—A little folder, with ample room for dealer's imprint, fully describes the "much-talked-about" dishwashing sink, which affords convenience and utility to those of your customers who install them.

Ebco Manufacturing Co., 401 West Town St., Columbus, Ohio.

Specify HT 849 when using Reader Service

SOLVENT—Now available to dealers is a leaflet describing the many uses of "Shellacol," the handy solvent, together with description and details of the new lithographed one-gallon can, designed primarily for the convenience of the retail dealers who have previously purchased "Shellacol" in bulk. Commercial Solvents Corporation, 17 East 42nd St., New York, N. Y.

Specify HT 850 when using Reader Service

EGG DYES—The package of Paas Easter Egg Colors has been redesigned with an eye to greater clarity. Full directions are given on the back of each envelope, an added convenience to the user.

Paas Dye Company, Newark, N. J.

Specify HT 851 when using Reader Service

MODEL AIRPLANE PROPELLERS—A heavy fiberboard display shows a full line of Ritz Propellers for hobby-craft enthusiasts. Ritz Manufacturing Co., 1428 Orleans St., Chicago, Ill.

Specify HT 852 when using Reader Service

ELECTRIC SHAVER—Included in a deal that costs the dealer \$20.00 and which consists of two "Speedster" Model Shavers to retail at \$5.00 each, one Standard Shaver at \$10.00, and one DeLuxe Shaver at \$15.00, is an attractive counter merchandiser. It is constructed of blond wood, with a circular glass mirror, a dummy shaver, and an electrical connection for demonstrating an actual shaver.

Knapp-Monarch Co., St. Louis, Mo.

Specify HT 853 when using Reader Service

WATCHES—A 1941 advertising program, scheduled to run continuously in the American Weekly and Sunday Rotogravure Sections of 50 newspapers, with two leading farm publications, bringing the combined circulation to more than 22,000,000, is the help offered dealers who feature such models as the Sweep Second "Warrior."

Ingersoll-Waterbury Co., Waterbury, Conn.

Specify HT 854 when using Reader Service

REFER TO HT 855

NORCROSS

GARDEN AND LAWN TOOLS



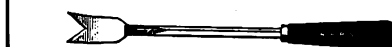
New No. 19B
Flower
Weeder
Gets into
Close Places

The
Display
Carton
Sells 'Em

ALSO No. 59B WITH 4 FT. HANDLE



V-POINT WEEDERS



V-POINT WEEDERS . . . superior to any on the market . . . better balanced . . . sharper cutting edge . . . better appearance . . . long or short handles.

Be prepared for the Spring garden tool rush . . . write for 1941 catalog and name of nearest INDEPENDENT jobber.

C. S. NORCROSS & SONS
BUSHNELL ILLINOIS
"Quality Garden Tools Since 1891"



BUILDERS' HARDWARE—"Taking the Mystery Out of Builders' Hardware" is the title of a 220-page book, which contains 606 illustrations, dealing with the technique of properly specifying, selling and installing builders' hardware, written by Adon H. Brownell, and for sale at \$3.00. Hardware Age, 100 E. 42nd St., New York, N. Y.

Specify HT 856 when using Reader Service

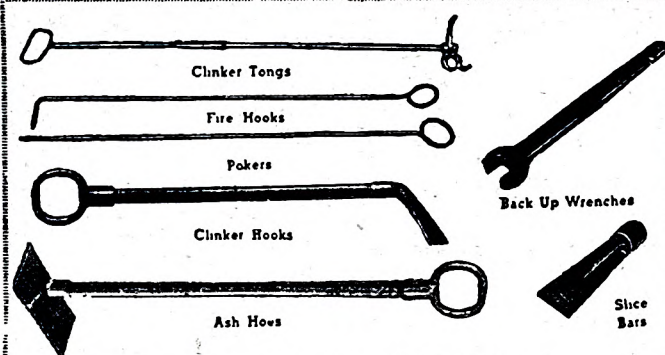
TOOL SHARPENER—A little, pocket-size booklet of 48 pages and cover, written especially for the mechanic, farmer, home craftsman and student, has just been republished for the Twentieth Edition. "How to Sharpen" is available to any dealer who will write for copies. Behr-Manning Corp., Division of Norton Company, Troy, N. Y.

Specify HT 857 when using Reader Service

AUGER BITS—Auger Bit Catalog No. 41 is fully illustrated with a liberal use of color and will prove to be a selling piece for the dealer, as well as a catalog. This new booklet contains all of the stock items and under one cover features a complete wood boring line, of a wide price range. Copies may be had by dealers on request. Irwin Auger Bit Co., Wilmington, Ohio.

Specify HT 858 when using Reader Service

REFER TO HT 859



FIRE-FIXER FURNACE TOOLS

A complete line for both stoker-fired and hand-fired furnaces and boilers.

CLINKER TONGS
SLICE BARS
ASH HOES
CLINKER RAKES

CLINKER PICKS
CLINKER HOOKS
BACK-UP WRENCHES
FLUE BRUSHES

Sturdily constructed Fire-Fixer tools are built to give years of severe usage and designed to meet practical service requirements. They are efficient, easy to handle and very rigid to withstand abuse. All tools are constructed of durable cast steel with welded pipe couplings.

ASK YOUR JOBBER FOR CATALOGUE AND PRICES

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

CONCRETE FLOOR DRESSING REFER TO HT 860



Description: Recently announced is a new dressing for the "Flor-Dye" system of coloring and dustproofing concrete floors, claimed to have many advantages over the dressing previously used. Following the dyeing of the cement, the dressing—"Flor-Dye No-Buff"—is applied with a paint brush, which sets the dye, makes the color uniform. With this new product, the polishing or buffing operation required with the older dressing, is done away with, resulting in a saving on labor and eliminating—at least for the average householder—the necessity of renting polishing machines.

Package and Shipping Weight: 12 qts. to case, 35 lbs.; 4 gal. to case, 45 lbs.; 5 gal. drums, 50 lbs.

Suggested Retail Price: \$4.95 a gal. in 1-gal. cans, \$1.40 in qts. for Tile Red, Brown, and Maroon; \$5.45 a gal., \$1.55 qt. for Spanish Green.

The Truscon Laboratories, Milwaukee Junction P. O., Detroit, Mich.

SELLING SLANTS for RETAIL HARDWARE SALESMEN...

INCREASE THE AVERAGE SALE

To increase the average sale we must sell more to each customer. When properly done this is a service, and the customer leaves the store with the feeling that he has been done a favor. This means good will and good will means future profits.

The most effective way of increasing the average sales is by suggestion. This is one of the higher forms of salesmanship and practice and study are necessary in order to be able to properly use it. Here are nine ways to increase the average sale:

1. Sell a larger quantity.
2. Suggest a better quality.
3. Sell new items in stock.
4. Call attention to specials.
5. Suggest items being advertised.
6. Suggest seasonal articles.
7. Sell overstocked merchandise.
8. Suggest items sold at regular prices, on which regular margin of profit can be made.
9. Sell related items.

A call for a "hammer" should suggest "nails"; "screw driver"—"screws"; "hinges"—"door locks"; "seed"—"garden tools"; "belts"—"belt lacing"; "sprayer"—"insecticide"; "fertilizer spreader"—"fertilizer".

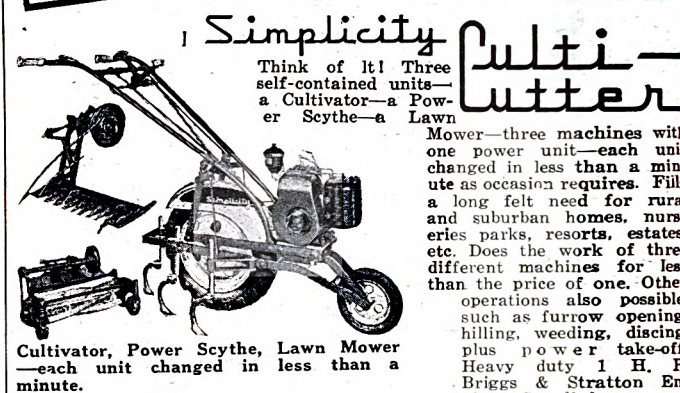
Always remember that the customer buying larger quantities uses more because he has it on hand. Our job as salesmen is to keep our customers stocked up.

Increasing the average sale only a few cents means substantial increase in net profit—because operating expenses are not being increased in proportion to the sale.

**YOU
PERFORM A SERVICE
WHEN
YOU
INCREASE
THE AVERAGE SALE**

REFER TO HT 861

IT'S NEW Nothing like it on the market!



Cultivator, Power Scythe, Lawn Mower—each unit changed in less than a minute.

Simplicity Cultivator
Think of it! Three self-contained units—a Cultivator—a Power Scythe—a Lawn

Mower—three machines with one power unit—each unit changed in less than a minute as occasion requires. Fills a long felt need for rural and suburban homes, nurseries parks, resorts, estates, etc. Does the work of three different machines for less than the price of one. Other operations also possible, such as furrow opening, hilling, weeding, discing, plus power take-off. Heavy duty 1 H. P. Briggs & Stratton Engine. Supplied as complete combination or separately.



Simplicity Electric Fence Controllers

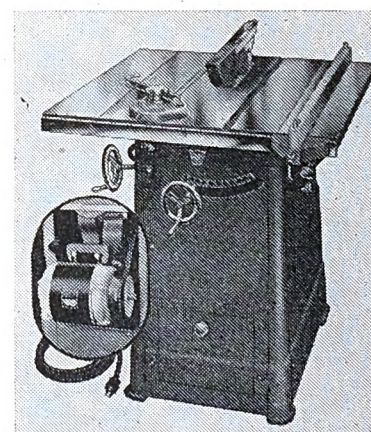
With its long record of engineering achievements, Simplicity announces a new line of striking models (three battery and one AC), that meet every mechanical requirement for safe and effective operation at surprisingly low prices. No moving parts, therefore no parts to wear out, nothing to get out of order. Styled by a nationally known industrial engineer, its streamlined beauty will immediately attract your customers. Approved, of course, by all states having electric fence laws.

Write for our liberal sales plan NOW while, territory is still available.

SIMPLICITY MANUFACTURING CO.
161 Spring St., Port Washington, Wis.
Also Mfrs. 1-, 3-, 5-H.P. Garden Tractors

ARBOR SAW

REFER TO HT 862



Sales Features: This new 10" Tilting Arbor Saw has a table-top working surface of 1,080 square inches. Designed to take large work, a capacity up to 3 3/8" depth of cut has been provided. Base was built to be more solid and rigid, also to eliminate vibration, by using heavy gray iron castings as a frame. Its outstanding features include chute that guides sawdust past the working parts; built-in compartment for extra saw blades; "Deluxe Mitre Gauge"; heavy rip-fence that locks at both front and rear; saw guard, splitter and anti-kick-back.

Duro Metal Products Co., 2649 N. Kildare Avenue, Chicago, Ill.

HARDWARE Today

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS Digest

As Reported by the Trade Press

PLANNING CALENDAR FOR MARCH

March 1-8: As the center of new ideas for better, easier house-cleaning, make an adequate display of mops, pails, dust pans and dust brushes, cleansing preparations, moth preventatives, wallpaper cleaners, wallpaper, paints, varnishes, stains and paint brushes—vacuum cleaners, carpet sweepers and brooms—have cards made, showing the specific task each accomplishes in spring house-cleaning.

March 10-15: Girl Scout Anniversary Week and International Flower Show in New York. Spring starts next week, and with it, thoughts of outdoors will make your customers garden conscious. Garden tools, bulbs and seed should be prominently displayed. Not a bit too early to start promoting a longing for garden furniture.

March 17-22: St. Patrick's Day is the 17th and Spring arrives on the 20th. The three R's of good housekeeping are to designate REFURNISHING, REDECORATING and RENOVATING. Bathroom fittings and kitchenware furnishings, together with the house-cleaning aids, should be featured.

March 24-31: Major appliances should come into prominence and be pushed by expositions, schools, and other means of demonstration. New stoves, refrigerators, vacuum cleaners, dish and clothes washers and ironers will give the housewife more time for outdoor and garden activity. Space and water heaters will interest the men, to be used to pinch-hit for furnaces during cold snaps, and of course you can still feature sun lamps.

(Continued on page 10)

FEBRUARY
1941

2

No. 2

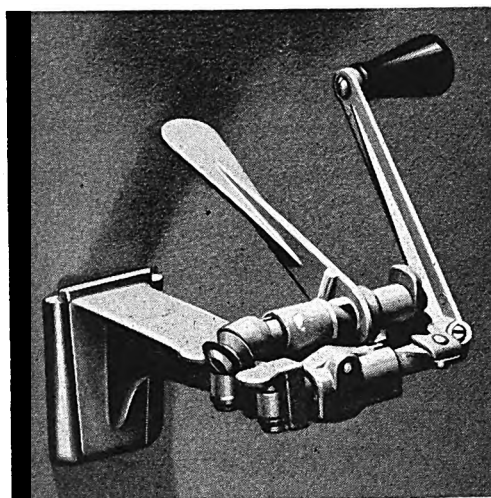


REFER TO HT 863

4 STAR SUCCESS!

Smoothcut

CAN OPENER



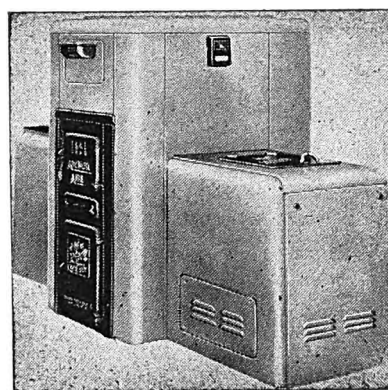
Retailers are proving in the store what technical men have proved in the testing laboratory: the Smoothcut is best by test. Yet it costs no more! Standard model, aluminum finish, retails at \$1.80; also deluxe chromium model, at \$3.45. Write for sample and copy of U. S. Testing Laboratory report.

*10c more west of Rockies



THE REGINA CORPORATION, Rahway, New Jersey

STOKER-AIR CONDITIONER REFER TO HT 864



Prospects: Homes.

Sales Features: The heating element of the "Anchor-Aire" Winter Air Conditioning Unit is claimed to embody the latest, modern, proven engineering features for efficient and economical heating. Constructed of extra heavy all-steel, welded, to make it gas tight, and riveted for additional strength. Air handling equipment and design insure correct circulation of clean, pure, humidified air at the right temperature, automatically controlled by thermostat. Such features as continuous gear drive transmission, combination limit and fan control, one-piece tapered worm, and V-bottom type, insulated hopper are incorporated in the "Kolstoker" firing unit.

Dealer Helps: Direct mail, consumer literature; national advertising.

Anchor Stove & Range Co., New Albany, Ind.

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to Live Lines

The ★ Indicates a "Spring Open House" Item

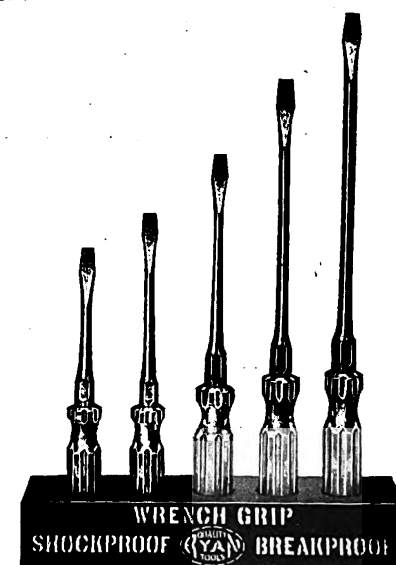
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SCREW DRIVER

REFER TO HT 865



Prospects: Mechanics, home owners, etc.

Description: The bright, amber-colored plastic handle and well-balanced, polished blade of this "Wrench-Grip" Screw Driver combine to make it an attractive tool as well as a useful one. The blade, of alloy tool steel, is forged and has a good, full-sized hexagon shoulder so that a wrench may be used as an aid in turning tight screws. After being finished with an oil polish, a rust preventive is applied. Plastic handles are shockproof and non-breakable; deep flutes provide a good grip on this handle. Available in five sizes—from 4" to 10" blade.

Dealer Help: Wooden display stand (shown above), finished in Royal blue, with white lettering.

Suppliers: Wholesalers.

The James J. Ryan Tool Works, Southington, Conn.



"SO, THEY'VE GONE TO MAKING THEM OUT OF STEEL! HAVE YOU GOT ANY THAT WOULD FIT ME?"

★ COFFEE BREWER ★

REFER TO HT 866



Dealer Helps: With every Cory Coffee Brewer Special Assortment purchased by the dealer for NHOH, 100 bakelite measuring cups are given free. The complete assortment includes 3 brewers with "ivorytone" bakelite trim and 3 with black trim—2 models electric and 4 for range use. Two pieces of Cory replacement glass are also furnished free. A liberal supply of display and advertising material included—counter or window display, 100 consumer folders, window streamers, and newspaper mats.

Suppliers: Wholesalers.

Glass Coffee Brewer Corporation, 325 No. Wells St., Chicago, Ill.

★ SAW FRAME ★

REFER TO HT 867



Dealer Helps: Two Forsberg items are being offered as specials for NHOH: One is a 98c Special Hack Saw Frame display (shown above); box holds 6 frames; one extra blade for each frame, free. List price \$5.88; cost to dealer, \$4.00.

The other special is No. 4456 Screw Driver Assortment, with free display card, 11" x 14", printed in two colors, to hold one of each size screw driver. Assortment contains 4 each of 4", 5" and 6" blades. List price \$3.00; cost to dealer, \$1.85.

Time limit for acceptance of orders on these specials, March 1st.

Suppliers: Wholesalers.

Forsberg Mfg. Co., Bridgeport, Conn.

★ FRY PAN ★

REFER TO HT 868



Dealer Helps: A 7-inch "Viko" Fry Pan will be retailed special at 49c for NHOH (59c in extreme south and west). Pan is made of extra thick aluminum and has a flat, satin-finished bottom which heats quickly and evenly, preventing sticking and scorching. Each pan, in addition to a colorful direction label, has an attractive "Open House" label showing the special price. Newspaper ad mats available.

Suppliers: Wholesalers.

Aluminum Goods Mfg. Co., Manitowoc, Wis.

REFER TO HT 869

SCORES AGAIN

-this time with **COLOR**

**GEP-
ACTIONIZED
ROD**

**now
in
TENITE**

Durable Weatherproof Plastic

ADJUSTABLE

Nu-grip

**ALSO
AVAILABLE
IN CORN**

Get Behind

THE LINE

THAT IS OUT IN FRONT

GEP engineers have accomplished another outstanding achievement for 1941. The sensational GEP Adjustable NU-GRIP has been modernized and streamlined with the addition of durable, hollow-molded **TENITE**—thereby adding new beauty, color and eye-appeal to the famous GEP Line.

And for 1941, GEP Dealers are going to reap the benefit of more consumer advertising—more effective selling helps and more powerful display material.

Send for new 32 page catalog today and get behind the fast moving GEP Line. Your Jobber will show you samples and arrange your stock.

GREATEST IMPROVEMENT IN FISHING ROD CONSTRUCTION IN OVER 25 YEARS

TWO OTHER PROFITABLE GEP LINES!

Fly Rods

**GEP-
ACTIONIZED
ROD**

Fly Fishing is increasing in popularity daily and you can get your share of this business with GEP *Actionized* Fly Rods which are recognized everywhere for their high quality, sturdy action, willing response on casts and moderate prices. Send for catalog.

Salt Water Rods

**GEP-
ARMOR-OLD
ROD**

GEP ARMOR-OLD Rods are the last word in salt water tackle combining action, strength, balance and beauty. They are the finest rods made and are unconditionally guaranteed against salt water corrosion. Available in many models, all popularly priced.




GEPHART MFG. CO.

Chicago, Illinois

Specialists in Steel Fishing Rods

FOR BAIT CASTING

FLY FISHING • SALT WATER FISHING



Mail COUPON for New Catalog!

GEPHART MFG. CO.
228 W. Illinois Street, Chicago, Ill.
Please send me your New Catalog of GEP Actionized Rods.

Name.....

Address.....

Town and State.....

REFER TO HT 870

SELL THE DRILL-BITS



PAINE
"SUDDEN DEPTH"
Carboly Tipped
DRILL POINTS

EVERY
MECHANIC
WANTS
Because
They

- Drill Holes 50 to 75% Faster
- Hold Edge Longer
- Are Quiet in Operation
- Work in Any Portable Rotary Drill

Electricians, Plumbers, Carpenters, Sign Hangers, Industrial and Institutional Maintenance Men are swinging to these faster cutting, longer wearing "Sudden Depth" Drill Points. They make clean, uniform holes for expansion anchors in concrete, tile, marble, slate, etc., and the Carboly Tipped point holds its edge for hundreds of holes without resharpening. In addition, they eliminate chiseling and pounding and can be operated continuously without an independent cooling agent.

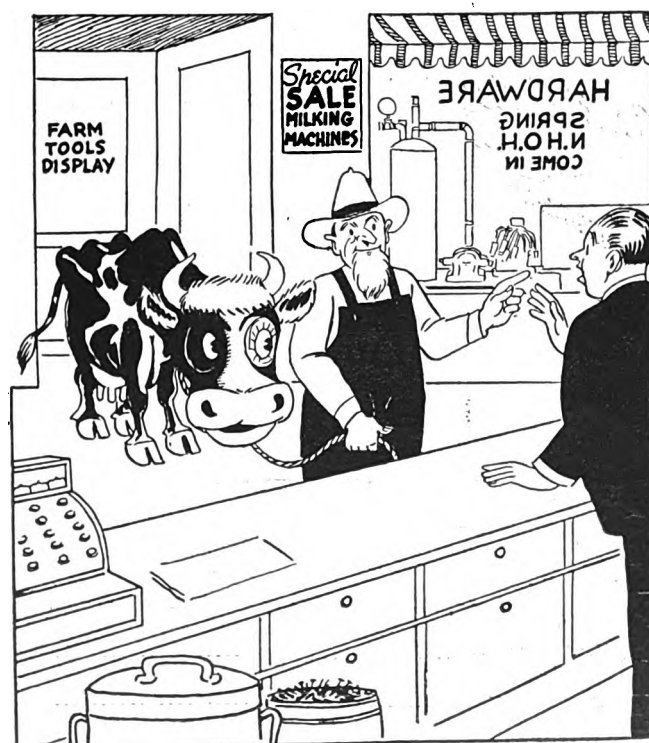
Ask Your Jobber for Paine "Sudden Depth" Drill Points Today and write for latest Drill folder and complete catalog of Paine anchoring devices.

Figures 900 980 950 955

A few of the complete line of PAINE Anchoring Devices. Fig. 900-Lead Expansion Anchor; Fig. 980-Malleable Shield; Fig. 950-Lead Woodscrew Anchor; Fig. 955-Fiber Woodscrew Anchor.

THE PAINE COMPANY

2947 Carroll Ave., Chicago, Ill.
New York Warehouse & Sales: 48 Warren St.



"BUT, SI, WE CAN'T DEMONSTRATE THE MILKING MACHINE HERE!"

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Jamitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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Murray Bothwell, 1031 S. Broadway, Los Angeles Phone: Prospect 4883	Maurice Wolff, 506 Essex Bldg., Minneapolis Phone: Bridgeport 4281

VOL. 2

FEBRUARY, 1941

NO. 2

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MEMBER CCA

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of hardware wholesalers.
Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

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SPRING OPEN HOUSE

National Hardware *Spring* Open House, May 1 to 10, will be a big merchandising event in the hardware field.

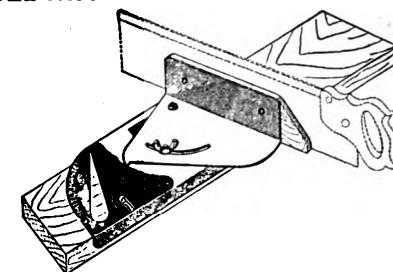
It is supported by manufacturers and wholesalers throughout the nation and thousands of retailers are expected to take part and share in its profits.

HARDWARE TODAY lends its full support to this industry-wide event.

Start your planning now, look into the possibilities of the many specials offered by manufacturers—decorate your store with official *Spring* Open House advertising material. The complete kit of 192 pieces will cost but \$2.75. Contact your wholesalers or your association headquarters. Orders for Kits must be in their hands by March 20.

ADJUSTABLE MITER

REFER TO HT 871



Prospects: Carpenters, woodworkers and home craftsmen.

Sales Features: The "Miter-Master" is designed to take the place of the conventional miter box, and has many other useful features. Scale plate for setting the mitering guide is marked in degrees from 45 to 90, and indicates the exact setting to fit corners for 5, 6 and 8 sided figures. With pointer set at 45 degrees, it is a square corner miter; at 90, it serves as a carpenter's square. There is a square hole which serves to locate center of round work, and a tapered slot finds the diameter of drills, dowels and rods up to 1". Constructed of heavy gauge steel, aluminum finish; scale plate, black with bright figures and markings. Approx. 8" long and 5" wide.

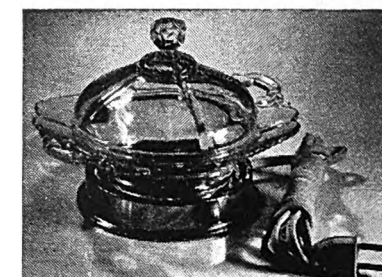
Dealer Helps: Counter displays; national advertising.
Package and Shipping Weight: 12 in ctn., approx. 15 lbs.
Suggested Retail Price: \$1.35.

Suppliers: Wholesalers.

Master Specialty Co., Dept. H, 5157 Tenth Ave., So. Minneapolis, Minn.

WARMING PLATE

REFER TO HT 872



Prospects: Homes.

Sales Features: The "Butterite," a thermostatically-controlled electric plate, connected to house circuit, is placed in refrigerator to keep butter at just the right consistency for spreading, and mixing when cooking. Can be used in any refrigerator, and keeps the butter at 55 degrees at all times regardless of temperature of box. It is claimed the unit is so well insulated that no heat escapes from it; running time of box is not increased nor does it effect the cooling of refrigerator. Butter dish itself sets on top of base, and when ready to serve, it is removed and placed on table. Two models: "LeMoyne" model, with spun aluminum base, crystal covered butter dish; "Cambridge" Deluxe model (shown above), chrome base, hand-made "Cambridge" butter dish.

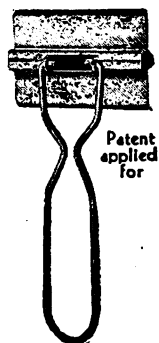
Dealer Helps: Descriptive literature; two easel counter displays furnished with each carton of "Butterites."
Package and Shipping Weight: 6 to carton, 12½ lbs.
Suggested Retail Price: "LeMoyne" model, \$1.75; "Cambridge" Deluxe, \$3.95.

Suppliers: Wholesalers.

Deck-Lee Manufacturing Co., 1901 New England Ave., Chicago, Ill.

SLEET REMOVER

REFER TO HT 873



Prospects: Automobile owners, homes, shops, factories, etc.

Description: The "Sleet-Shaver" is a new device for removing snow, sleet and insects from the outside of automobile windshields, and frost, mist and condensation from the inside of automobile windows. Has many other uses about the home, shops and factories. It dries as it cleans—rubber squeegee acts as wiper after cutting edges remove ice, sleet, mist, etc. Made of high carbon steel, cyanide hardened, plated and ground, claimed to have four times the cutting capacity of a razor blade.

Dealer Helps: Handy display carton with one dozen "Sleet-Shavers," also contains one counter easel and one 10"x25" window streamer; also packaged one on a card for counter sales.

Package and Shipping Weight: 1 gross to carton.

Sleet-Shaver Mfg. Co., 415 N. 5th St. Minneapolis, Minn.

FLOOR NAILER

REFER TO HT 874



Prospects: Carpenters and building contractors.

Sales Features: Besides doing the job neater and 50 per cent faster, the new "Trigger-Fed" Floor Nailer is said to overcome many difficulties of nailing floors—reduces split tongues and surfaces, and does away with cut or bruised fingers often caused by wood splinters or burrs on nails. Nailer is easy to handle, automatically placing one flooring nail at a time at the correct angle, so the operator can drive and set it with one or two blows on a plunger, without making hammer marks on floor. A pull of the trigger slides the nail down a track into position for nailing. Magazine holds 250 nails. Any type of tongue-and-groove boards can be nailed with the machine, and when fitted with a special shoe, it can be used for surface nailing.

Weight: 3 lbs.

Suppliers: Wholesalers.

Di Natale Floors, Incorporated, 39 Warren Avenue, Charleston, Mass.

SINCE 1785

THE PECK, STOW & WILCOX COMPANY

SOUTHINGTON, CONNECTICUT



OFFICE OF THE PRESIDENT

JANUARY 17, 1941

HARDWARE OPEN HOUSE

GENTLEMEN:

PERMIT US TO STATE AT THE OUTSET THAT THIS IS AN APOLOGY HASTILY PREPARED THIS VERY DAY - IT HAVING BEEN OUR CONFIDENT EXPECTATION UP TO NOW THAT WE COULD CARRY OUT OUR PLAN FOR "HARDWARE OPEN HOUSE". BUT WE FIND OURSELVES FORCED TO GIVE UP THE IDEA AND FOR THIS VERY COMPELLING REASON.

DURING THE LAST CENTURY AND A HALF OF THIS COMPANY'S EXISTENCE (SINCE 1785) THERE HAVE BEEN SEVERAL NATIONAL EMERGENCIES THAT AFFECTED THE UNITED STATES OF AMERICA AND DURING EACH ONE OF THEM THIS COMPANY WAS CALLED UPON TO SUPPLY MACHINERY, TOOLS, BAYONETS AND OTHER INSTRUMENTS OF WAR.

THERE PROBABLY IS NOT A SINGLE U.S.A. WARSHIP AFLOAT (OR UNDER CONSTRUCTION) THAT HAS NOT HAD BUILT INTO IT A PEXTO METAL-WORKING MACHINE AND OTHER PEXTO EQUIPMENT. NOW AGAIN, FRANKLY - WE ARE STRAINING OURSELVES WITH DEFENSE WORK LEAVING US ENTIRELY HELPLESS TO CARRY OUT THE PLANS WE HAD PARTIALLY PREPARED FOR HARDWARE OPEN HOUSE. WE'LL BE COMPLETELY OCCUPIED WITH THIS EXTRA WORK AND WITH SUPPLYING THE INCREASING DEMANDS FOR REGULATION PEXTO TOOLS AND MACHINERY PRODUCTS. IN THIS PATRIOTIC ENDEAVOR WE FIND OURSELVES CONFIDENT THAT YOU WILL CONCUR THAT OUR COUNTRY'S NEEDS PRECEDE ALL ELSE.

THIS (OBVIOUSLY A CIRCULAR LETTER) IS OUR ANSWER TO THE INQUIRY THAT YOU RECENTLY MAILED TO US; AND TO IT WE ADD REPETITION OF OUR REGRET AND DISAPPOINTMENT THAT CONDITIONS BEYOND OUR CONTROL BROKE THIS ABOUT.

APPRECIATING YOUR INTEREST,

SELL
Mother's Own Set of Tools
for
Mother's Day

VERY TRULY,

REFER TO HT 876

3 WORDS THAT INSURE A Quick Sale!

EDGES GUARANTEED SPLIT-PROOF

Attached to the handle of each Ingersoll Shovel you stock is a small booklet which explains why we can guarantee these Blade Edges to be "Split-proof". It helps you make a "Quick sale" to a satisfied customer.

Ingersoll Shovel Blades are made from TEM-CROSS Tillage Steel, produced in our own mills. Cross-rolling gives it an interlocking, mesh-grain structure . . . makes it split-proof.

This steel is the same type we roll for America's largest Implement Manufacturers for their Disc Blades to stand tough tillage service.

Write for Catalog and prices. Address
New Castle Plant, Dept. H.T.

INGERSOLL STEEL & DISC DIVISION
BORG-WARNER CORPORATION

New Castle, Indiana

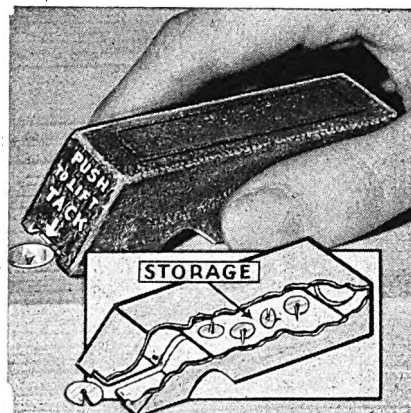
Plants: New Castle, Ind.; Chicago, Ill.; Kalamazoo, Mich.

INGERSOLL SHOVELS

"A Borg-Warner Product"

THUMB TACK LIFTER

REFER TO HT 877



Prospects: Architects, draftsmen, mechanics, students, office workers, etc.

Description: Thumbtacks are stored automatically in compartment of this device—especially handy for removing tacks from drawing boards and bulletin boards. Lifter is simply pushed over the tack to be removed, and the tack tumbles back into case. Body is die cast, has steel bottom; baked enamel crinkle finish, and chromium trimmings. Strong enough to use for driving tacks.

Package and Shipping Weight: Individually packaged; 12 to carton, 6 lbs.

Suggested Retail Price: 75c ea.

M. K. Weigel Co., 1165 Sedgwick St., Chicago, Ill.

The TREND OF BUSINESS Today

CREDIT ACCOUNTS

In a recent report from the *Research and Statistical Division of Dun and Bradstreet, Inc.*, analysis of the effect of a credit policy on retailers' expenses and profits, offers the following:

"The findings of the 1940 survey of retail operating costs urge us again toward the conclusion that credit is now, as always, an effective selling device. If properly managed, and applied to those goods where credit selling is appropriate, credit extension ordinarily yields added sales volume and increased dollar profits.

"Thus few retailers are likely to curtail radically or abandon the extension of credit in the present national emergency, for it will draw only a few of their potential customers and debtors as conscripts. At the same time, the majority of finance companies and retailers are taking the necessary precautions not to have their books abnormally loaded with accounts of customers in the eligible age range."

"The 12 months of 1940 represent one of the most profitable and exciting years in the history of the electrical industry, with large billings and markets widened through new services and lowered prices all a part of the record. However important this achievement may seem, it is nevertheless overshadowed by the prospect immediately ahead. If the gains can be accepted only as starting points, to be interpreted intelligently and followed up assiduously, they can be the springboard for appliance business, in the months and years to come, on a scale which has never before been approached. Every effort made by the industry to date, in the way of research, education, promotion, manufacturing technique, and economical distribution, will only have been preliminary training for what is to come," writes H. L. Andrews, Vice President, General Electric Company.

"Such a view of the future is no wishful dream," continues Mr. Andrews. "It is justified by hard facts, such as, that the vast expenditures for labor that will be made as the defense program gains momentum, mean that enormous sums of money will be spent on consumer goods all over the nation."

"Economic trends can best be likened to a pendulum that is constantly being moved by social and business forces. These forces exert to carry us in long swings, first to one extreme and then another. We are all riding along on this pendulum movement." The above quotation is from an address by James S. Knowlson, President, Stewart-Warner Corporation.

Continuing Mr. Knowlson said: "Better business is around us but we are suspicious of it. We think it is unhealthy. We think factors that have made this motion start are the very ones that fail to last. And so we expect a return to a period of poor business.

"The real truth of the matter is that this pendulum swing is such a long one that it seems very doubtful to me that we will have any short years of good business only to swing back to the other extreme: poor business. It seems much more likely that we are starting on a rather long swing."

Remington Arms Company announce that Minimum Fair Trade prices, wholesale, as well as retail, for all Remington sporting firearms, are now in effect in all states having Fair Trade laws. Such prices are binding upon all dealers and jobbers in these states whether or not they have signed the Fair Trade agreement.

(Continued on page 7)

NUT CHOPPER-DISPENSER

REFER TO HT 878



Prospects: Housewives.

Sales Features: Designed on an entirely new operating principle, this new Nut Meat Container - Chopper - Dispenser does three jobs in one. It is a container for whole nut meats, because a tight-fitting cover keeps them fresh in a jar; then, in use, it becomes both chopper and dispenser by removing cover, inverting jar, and turning handle. This action chops the nut meats and dispenses them at the same time. Metal parts, all-steel construction, fully nickel-plated; red wooden handle and red cover; jar, crystal glass pattern. 14 oz. size, 6" high.

Dealer Help: National advertising.

Suggested Retail Price: 25c ea.

Suppliers: Wholesalers.

Federal Tool Corp., 412 N. Leavitt, Chicago, Ill.



"GOSH, MR. HARDY — I MUST HAVE PUT A LOT OF PUNCH INTO THIS WINDOW TRIM. YOU CERTAINLY ARE SURPRISED!"

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THE TREND OF BUSINESS

(Continued from page 6)

NATIONAL TRENDS

RETAIL PRICES gained for the fourth consecutive month, according to the *Fairchild Publications* Retail Price Index. Quotations on Jan. 2 showed a gain of 0.2 per cent as compared with Dec. 1, and also showed an increase of 2.1 per cent as compared with Jan. 2, 1940. The Index at 93.9 (Jan. 2, 1931—100) also showed a gain of 5.4 per cent as compared with the period immediately preceding the outbreak of the war in 1939. The latest index, while also showing a gain of 6.8 per cent as compared with the 1936 low, nevertheless still continues 2.8 per cent below the 1937 high.

WHOLESALE PRICES—1926—100. Source: *U. S. Bureau of Labor Statistics*.—Wholesale prices gained slightly in December, for the four weeks ending December 28, the combined index rose to 79.8 from 79.6 in November and 79.2 a year ago. Farm products: four weeks ending December 28, 69.5; November, 68.2; December 1939, 67.6. Foods: four weeks ending December 28, 73.3; November, 72.5; December 1939, 71.9. Other commodities: four weeks ending December 28, 84.4; November, 84.1; December 1939, 83.9.

BUILDING MATERIALS—WHOLESALE PRICES—1926—100. Source: *U. S. Bureau of Labor Statistics*. Combined index includes 86 different quotations. Brick and Tile, 12. Cement, 1. Lumber, 20.—Combined index advanced to 98.9 from 97.8 in October, and 93.0 in November 1939. Brick and tile: November, 90.2; October, 90.2; November 1939, 91.6. Cement: November, 90.8; October, 90.7; November 1939, 91.3. Lumber: November, 117.5; October, 114.4; November 1939, 100.1.

ENGINEERING CONSTRUCTION AWARDS—Source: *Engineering News-Record*. The totals shown account for approximately 60 per cent of all new construction other than small residential. Average weekly awards totaled \$80,186,250 in December; November, \$103,395,500; December 1939, \$47,581,750. Private awards: December, \$27,836,750; November, \$24,664,750; December 1939, \$15,385,500. Public awards: December, \$64,844,500; November, \$78,725,750; December 1939, \$32,196,250.

FACTORY EMPLOYMENT AND PAYROLLS—1923-25—100. (Without adjustment for seasonal variation.) Source: *U. S. Bureau of Labor Statistics*. Unadjusted factory employment index advanced for the seventh consecutive month to 110.7 in November, from 110.0 in October; November 1939, 103.9. Payrolls have shown gradual increases from May; the November index, 114.7; October, 114.5; November 1939, 101.7. Weekly average earnings declined slightly in November to 29.77 from 29.86 in October. Year ago, 28.49. Employment in aircraft industry has increased 97 per cent since January, the November index advancing to 4485.4 from 4160.3 in October and 1931.5 in November, 1939.

COST OF LIVING—1923—100. Source: *National Industrial Conference Board*. Cost of living indexes showed little change from the previous month. Combined index: November and October, 85.5, a year ago 85.1. Clothing: November figure unchanged from a month ago, 73.1; November 1939 figure was 72.9. Food: November, 77.2; October, 77.4; November 1939, 77.8. Fuel and light: November, 86.3; October, 85.9; November 1939, 85.9. Housing: November 87.5; October, 87.4; November 1939, 86.7. Sundries: November, 98.1; October, 98.1; November 1939, 96.8.

Model 181-ST

\$6750

Solid Rubber Tires



Model 521-PT

\$12500

Goodyear
Pneumatic
Tires



STEARNS

POWER LAWN MOWERS

An All-Time High in Sales

1941 advance sales indicate an all-time high. Sold exclusively through the hardware trade, Stearns Power Lawn Mowers in a few years have created a \$2,000,000.00 volume of sales not formerly available to that trade.

Priced from \$67.50 to \$250.00

Here are real profit-makers. Simple, dependable items of merchandise, free from all tricky or complicated mechanism. All models have Briggs & Stratton engines, solid rubber tires on drive wheels, rollers and casters. Goodyear pneumatic tires are available for wheel-drive models at moderate extra cost. Be ready for the big demand created by our national advertising in leading national home magazines.

Ask Your Jobber or Write Us
for Catalog No. T2

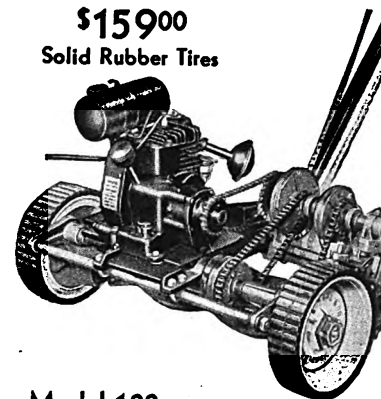
E. C. STEARNS & CO.

SYRACUSE Estab. 1864 NEW YORK

Model 524-ST

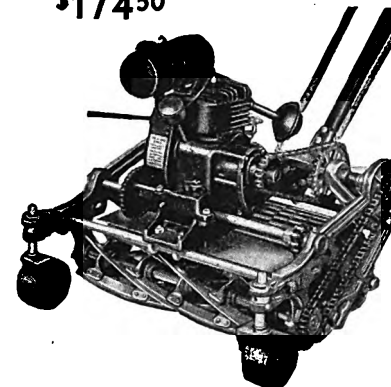
\$15900

Solid Rubber Tires



Model 122

\$17450



WALLPAPER CLEANER

REFER TO HT 880



Prospects: Homes, decorators, etc.

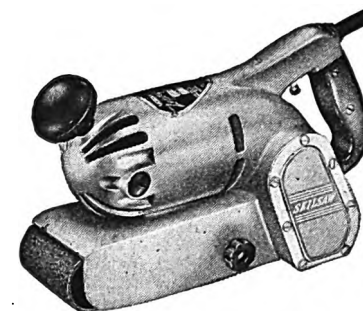
Sales Features: "Spot-X" is guaranteed by its makers to remove any grease spot, old or new, from wallpaper without harm to the paper. Because of its complete inactivity on anything but grease, it cannot affect wallpaper color or design. A thin layer is applied over the spot to be removed with a spatula or small knife, allowed to dry, and then brushed off, the grease brushing off with it.

Dealer Helps: Display carton available with purchase of 2 or 6 dozen cans; quantity of leaflets included in each display carton. Newspaper mats also furnished. *Suggested Retail Price:* 35c per can.

The Spot-X Company, 126 S. Broadmoor Boulevard, Springfield, Ohio.

BELT SANDER

REFER TO HT 881



Prospects: Home craftsmen, light woodworking shops, boat owners, boat builders and lumber yards.

Sales Features: The "Zephyrplane Junior," ideal for sanding small pieces, is light in weight, compact and perfectly balanced for easy handling. It is said to be not only an efficient sanding tool for the home craftsman but also for many "final-finish" operations in small woodworking and cabinet shops, lumber dealers' "clean-up" shops, etc., where a 2 1/4" belt is more practical. Belt is easy to center by simple adjustment control wheel. Safety switch prevents accidental starting. Frame of die cast aluminum; molded bakelite handle; ball bearing construction; Universal motor for DC or AC up to 60 cycle, standard voltage 110 (also furnished for 220 and odd voltages). Size overall: 3 3/4" x 12" x 7" high. Weight: 9 1/2 lbs. net.

Dealer Helps: National advertising and direct mail campaign; counter display.

Package and Shipping Weight: 1 to carton, 12 1/2 lbs.

Suggested Retail Price: \$49.50.

Skilsaw, Inc., 5033 Elston Ave., Chicago, Ill.

REFER TO HT 882

For Your Own Information
SEND for
THIS SAMPLE
PACKAGE of
MILORGANITE



PACKED IN 25-,
50- AND 100-lb.
SIFT-PROOF BAGS



As a sales outlet for garden supplies and commercial fertilizers... naturally, you want to keep posted on "what's what". Find out about MILORGANITE. Send for a free sample. See for yourself how clean and dust-free it is... how easy it is to apply this free-flowing, granular fertilizer that doesn't rot bags nor cake or deteriorate in storage. Use the sample on potted plants in your home... and watch them grow!

For double satisfaction (profit for yourself and excellent results for the customer)... SELL MILORGANITE! Send for the sample today!

THE SEWAGE COMMISSION
Dept. E-2 Milwaukee, Wisconsin

"MILORGANIZE"
for DOUBLE SATISFACTION

CLEANING COMPOUND

REFER TO HT 883



Dealer Help: An attractive, specially designed table for displaying the general household cleaning compound, "Soilax," holds a sizable reserve stock in addition to the merchandise on display. The table accommodates 10 dozen 1½-lb. boxes of "Soilax," 2 dozen 5-lb. packages and two 25-lb. pails, yet it occupies but 3 square feet of floor space. Made of sheet metal and substantially built; finished in pearl gray with maroon and white lettering.

Cost of Table to Dealer: \$4.00.
Economics Laboratory, Inc., St. Paul, Minn.

Advertising CATCH PHRASES

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISEMENTS

"LET SPRING BEGIN"—Ready or not, spring is on the way at the Ames Store, Cleveland.

"HIGH PRICES GONE WITH MARCH WINDS"—A sweeping spring clearance was given that title by the Taylor Co., Louisville.

"BETTER MERCHANDISE DAY"—The "best bet of the month" for Minneapolis shoppers is Donaldson's B. M. D.

"THE WORST SELLERS OF 1940"—A frank reason for the early spring clearance sale of hard-to-sell items.

"BROKEN PRICES MEAN A BREAK FOR YOU"—Regenstein's, Atlanta, are cracking down on high prices.

"YOU'LL ENJOY PROSPERITY WHEN YOU SHOP AT SEARS"—A penny saved is a penny earned, is the gist of this heading of Sears in Dallas.

"SOME SALE!"—You couldn't ask for a much better sale heading than this one by the Bond Co., St. Louis.

"MORE POWER TO YOU AND YOUR DOLLARS"—The accent is on the buying power at Sachs Co., New York.

"TWO CAN BUY AS CHEAP AS ONE"—Double value at the Jacobs stores, Atlanta, offers two articles at a single price.

"LOYAL TO QUALITY"—In good times or bad the folks of Washington can depend on the quality sold by Mayer & Co.

"SAVING TAKES THE 'L' OUT OF SLAVING"—There is an "L" of a big difference between saving and slaving, according to this major appliance heading.

"CHOPPING AND SHOPPING"—Moe Levy's, New York, celebrates Washington's birthday by cutting down prices.

"JACK POT SALE"—Odd lots grouped to sell at a single clearance price is an idea of the Greeman Shop, Milwaukee.

"SPRING SEASONING"—The tang of spring is in the air and also in the above ad head by Desmond's, Los Angeles.

"IT'S ROUND-UP TIME!"—Result-getting suggestion for an old stove round-up!

"HOME IS WHAT YOU MAKE IT"—Make the most of it with these spring redecorating specials!

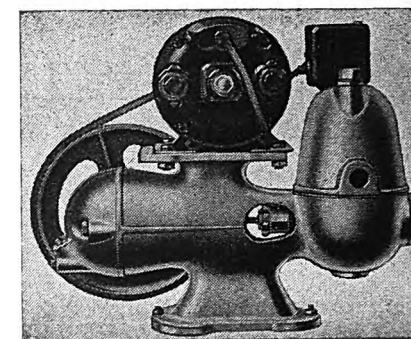
"THIS SPRING"—It isn't harmonize or contrast-ize, it's color-ize.

"BIG IDEAS"—For little budgets.

"MORE POWER TO YOUR PURSE!"—Shopping the store that sells for cash only means extra savings.

WATER SYSTEMS

REFER TO HT 884



Prospects: Rural homes, farms, etc.

Description: Low initial cost, accessibility and cleanliness of operation, trouble-free, long-lived service are some of the advantages claimed for the new "Dorr-Jacobsen" line of domestic shallow and deep well pumps. Shallow well pumps are available in three sizes—250 gallon, 350 gallon and 500 gallon, with two models in the 250 gallon size. ¼ to ⅓ H. P. Deep well pumps are designed for wells where depth of water is 25 to 210 feet, and average water requirements range from 250 to 500 gallons. An air-compressor assures positive functioning of pneumatic storage tank service at all times. ⅓ to ¾ H. P., 5" stroke, up to 570 G. P. H., down to 210 ft., 1½" to 3" well cylinder. Models of engine-driven water systems also available.

Dealer Helps: Descriptive literature.
Jacobsen Mfg. Co., Racine, Wis.

KNIFE SHARPENER

REFER TO HT 885



Dealer Helps: Twelve No. 15 "Eversharp" Knife Sharpeners are mounted in slots (without strings) on card, making an attractive, colorful display. Sharpener has 10 discs of hardened tool steel, ground and set in accurate alignment, mounted in rigid steel case, heavily nickel-plated and polished. Flared pedestal gives firm base. Beveled wooden handle, enameled in red, blue, green, and yellow.

Shipping Weight: 1 gross 53 lbs.; 2 gross 122 lbs.; 5 gross 300 lbs.

Suggested Retail Price: Sharpeners, 25c ea.
E. W. Carpenter Manufacturing Co., 1655 Railroad Ave., Bridgeport, Conn.

REFER TO HT 886

*A New House Number, Sharp and Clear
By Day -- Plainly Legible By Slightest
Light at Night*

PREMAX

Da-N-It

4" reflecting figure on 5" plaque; 99% pure aluminum specially treated for maximum light reflection; resists tarnish and corrosion. Available with frames and mounting posts. The sensation of 1941, offered in introductory deal.

SEVEN IDEAS THAT PRODUCED BUSINESS

TOOL RENTALS SELL FLOOR FINISHES—A dealer in Charlotte, N. C., loans an electric floor waxer free to any woman who will "come and get it." The manager states: "We consider this as advertising and the cost to us is very small. We don't require borrowers of the machine to buy their wax from us, but 99 out of every 100 do just that, and buy other cleaning supplies as well. This service has become so popular that we now have a waiting list." . . . An island floor display at a Boston hardware store attracts a profitable sander and polisher rental business and boosts sales of wax, polishes, and other floor finishing supplies. Located in the front of the store, the display can be seen from the street and attracts customers.

COMBATING CHAIN COMPETITION—An alert eastern retailer decided to install a five and ten-cent department when he noticed customers passing his store to purchase kitchen cutlery at a newly opened chain store. He set up a big, flashy display on a counter in the front part of the store, with a huge sign over the counter that could be read from across the street: "5c and 10c Department." People saw the sign and the display of merchandise, came in to look around—and store traffic picked up. Dealer claims that quite often customers will browse around and make other purchases of higher-priced merchandise.

PAINT MIXING SERVICE—A dealer in New Jersey, possessing the only paint mixer in the community, sold customers on his paint mixing service whenever he sold paint. He insisted on mixing every can of paint sold to customers, at the same time relating the features of this service to them. Customers were quick to recognize the advantages, and now insist that their paint be mixed before they will accept it. As the result of this paint mixing service, dealer claims his paint sales have increased more than 20 per cent.

"ONE-PRICE" GIFT TABLES BUILD TRAFFIC—A store in Charlottesville, Va., has developed a profitable china and gift goods business and, according to its manager, one of the most important features in creating traffic necessary to the success of such a department is its "one-price" tables. In the back of the department is a table with the sign: "Any Article On This Table \$1.00," and close by is a 75-cent and 50-cent table. "Customers usually have an approximate price in mind when they come in for a gift or bridge prize," explained the manager, "consequently, these tables have been very popular."

PARTIAL PRICING PROFITABLE—A New York hardware dealer displayed a window full of household wares with only two prices, and noticed an immediate increase of sales. The dealer claims that the two items priced establishes the price range of the store in the window-shopper's mind, and when he comes into the store to purchase one of the items, he usually inquires about the others which are unpriced.

"HEATING ALL OUTDOORS"—A clever hardware dealer in Philadelphia is cashing in on the human aversion to "heating all outdoors." He is selling a particular make of oil heater by setting it up on the sidewalk in front of the store. The lid is tied back and a Pyrex glass plate is set in its stead. Over that a mirror is placed at a 45-degree angle. As pedestrians pass the stove, they feel the heat and stop to look; in the mirror they can see the burner in operation. As a result, many go into the store to find out more about the stove.

INTERESTING EXHIBITS INCREASE TRAFFIC—Museums are always glad to cooperate in furnishing materials for timely exhibits . . . Private "hobby" collections are fascinating, and will be proudly lent by local residents.

REFER TO HT 888



1. First to be wrapped and SEALED in Cellophane.
2. Perfect Adhesiveness and Tensile Strength.
3. Strong Distinctive Green Core.
4. Colorful Attractive Boxes.
5. A Company in the Insulation Business Since 1878.

**Sold Exclusively
Through Distributing Wholesalers**

HAZARD INSULATED WIRE WORKS

Division of the Okonite Co.

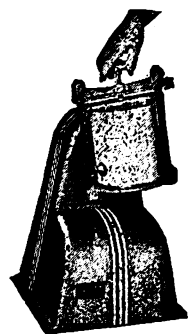
Works: Wilkes-Barre, Pennsylvania

New York Chicago Philadelphia Atlanta Pittsburgh
Dallas Washington Buffalo Boston Detroit Los Angeles
Cleveland St. Louis Seattle San Francisco



REFER TO HT 887

PAINT MIXER



REFER TO HT 887

Dealer Help: The "Midget" Paint Restorer is claimed to transform a gallon of paint, in which the oil and pigment have stood for years until it has become an almost solid mass, into its original form after a few minutes' agitation. Rocking process is at the rate of 1350 shakes per minute. Holder will accommodate a one gallon can, three quart-cans or several smaller ones. Lubricated by two grease cups, easily serviced by grease gun; one oil cup on rocker arm. Size 15" wide, 15" long, 21" high. Finish: gray, trimmed in silver. Motor 1/4 H. P., 110 volts, 1725 r.p.m., 60 cycle, single phase, A. C. standard.

Package and Shipping Weight: Crated, 150 lbs.

Suggested Retail Price: \$60.00 f.o.b. St. Paul.

Arlington Machine Works, Inc., 666 Jenks Avenue, St. Paul, Minn.

REFER TO HT 889



FURNACE TOOLS

A complete line for both stoker-fired and hand-fired furnaces and boilers.

CLINKER TONGS	CLINKER PICKS
SLICE BARS	CLINKER HOOKS
ASH HOES	BACK-UP WRENCHES
CLINKER RAKES	FLUE BRUSHES

Sturdily constructed Fire-Fixer tools are built to give years of severe usage and designed to meet practical service requirements. They are efficient, easy to handle and very rigid to withstand abuse. All tools are constructed of durable cast steel with welded pipe couplings.

ASK YOUR JOBBER FOR CATALOGUE AND PRICES

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

PLASTIC GLUE

REFER TO HT 890



Dealer Helps: As an aid to dealers in marketing "Weldwood" Plastic Resin Waterproof Glue, it is now packed in attractive, three-color display cartons, which, when opened up, show illustrations depicting important sales features of the glue. Another dealer help is an eye-catching, five-color cutout counter display, easel type, which for a limited time is offered free with initial assortment orders. In addition a supply of colorful consumer folders is packed in each carton, and a miniature "Weldwood" Glue Manual inserted in every container of the 25c and larger sizes.

Packaging: No. 10 (10c size) 24 per carton; No. 25 (25c size) 12 per carton; No. 50 (50c size) 12 per carton.

Suppliers: Wholesalers.

United States Plywood Corporation, 616 W. 46th St., New York, N. Y.

THE BUSINESS DIGEST

(Continued from First Page)

From now until May 1, alert hardware men will be planning for National Hardware Spring Open House.

As a guide to selection of merchandise, *Farm Town Hardware* quotes a bit of terse comment by D. H. Malcom, of the American Rolling Mill Co., who writes: "The smart buyer studies his market and then buys the highest-priced and highest-quality merchandise he can sell. This not only makes him more money, but assures satisfied customers and repeat business. Remember—you are buying to sell—not to save."

"The merchandising conditions which will prevail during 1941, and perhaps for an indefinite period beyond that, constitute a seller's market. These conditions are ideal for placing the control of a retail business within its own management. Farmers will need new profit-earning equipment more than the dealers will need sales with questionable profits. It will be easier to maintain profitable prices, control trade-in allowance and reduce credit losses," said H. E. Everett, in *Implement and Tractor*.

"The problem of the retail merchants is to accept the new tasks and other conditions under which we must operate with wholeheartedness and in cooperation with the government, and do their part in saving this nation for posterity," reports *Southwest Hardware and Implement Journal*. The merchant's obligation, therefore, is clearly one of furnishing his customers with the goods that they need, when they need them, and at a price they can afford to pay.

A feature article by W. B. Stoddard, entitled "Lamp Department Goes Well in Hardware Stores" appearing in *Lamp Buyers Journal*, quotes Mrs. Ada Harbison of Sherrod Hardware Co. as saying: "I think that the best location for a lamp section is just beyond that of the gift department. In this way, people in search of a gift are brought to see that a lamp is a very appropriate offering. Then, too, lamps are carried in such a wide range of prices, and with such diversified bases and shades, that a gift lamp may be found to suit any taste and purse. I also especially feature the small vanity lamps as commencement gifts for the sweet girl graduate, and student lamps for both boys and girls."

John E. Bogan, Sales Promotion Manager of the Association of Gas Appliances and Equipment Manufacturers, in a talk before the National Retail Dry Goods Association appliance meeting January 15, said: "One difficulty experienced in many department store appliance divisions is that too many ready-to-wear merchandise managers and 'store brass hats,' who came up through the ribbon and calico department, are actually hampering appliance department growth and profit, by imposing an inapplicable and unadaptable merchandising philosophy on an appliance manager, who can't talk back and who is trying to compete in the world's most highly specialized field of sales endeavor."

STEEL WOOL PACKAGE

REFER TO HT 891



Dealer Help: This new, improved 5-cent household style package of "American" Steel Wool replaces the old style package containing one piece of steel wool. The box has a cellophane front and contains 6 rolls of steel wool. Comes only in fine, medium and coarse grades.

Package and Shipping Weight: 2 doz. pkges. in case. American Steel Wool Mfg. Co., Inc., 42-24 Orchard St., Long Island City, N. Y.

SPRAYER

REFER TO HT 892



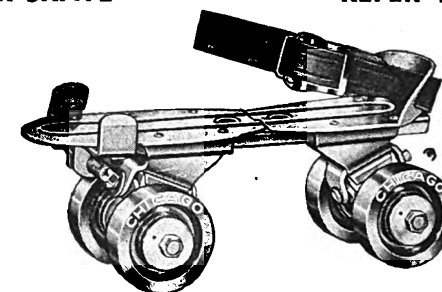
Prospects: Home owners, farmers, gardeners, etc.
Sales Features: The new "Blizzard" Sprayer is available in three convenient sizes for spraying insecticides on garden plants, for spraying disinfectants, household fly spray, cattle spray, etc. Slow pumping gives a continuous, unbroken mist, and simple mechanical construction makes for easy operation.

Dealer Helps: Hand-out or mailing folder.

D. B. Smith & Co., Inc., 413 Main St., Utica, N. Y.

ROLLER SKATE

REFER TO HT 893



Description: The "Chicago" Zephyr Roller Skate has fast easy-spinning, solid steel wheels with two-row, high speed ball bearings—strong, corrugated interlocking channel arch—oscillating trucks, extending 8" to 10½", with rubber cushion shock absorbers—wide toe clamps.

Dealer Helps: Window displays; descriptive folders; national advertising.

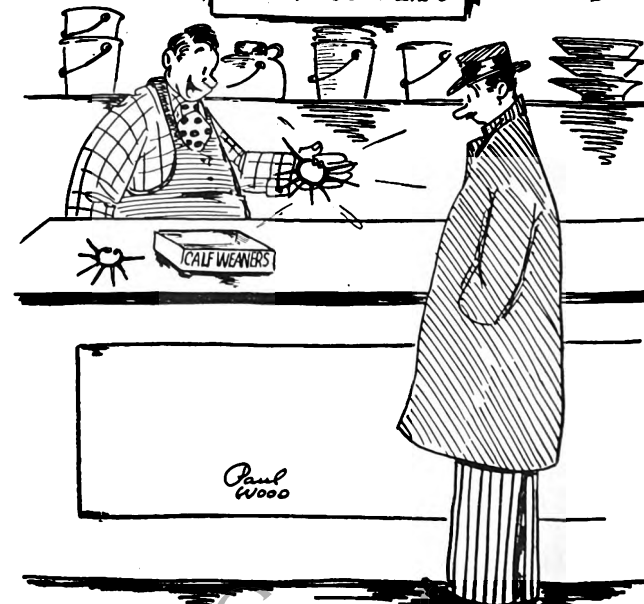
Net Weight Per Pair: 5½ lbs.

Suggested Retail Price: \$3.25 per pr.

Chicago Roller Skate Co., 4459 W. Lake St., Chicago, Ill.

HARDWARE

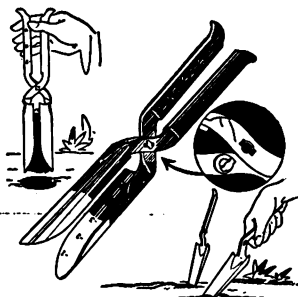
DAIRY SUPPLIES



Digitized by "THEY CALL THIS A TRIUMPH OVER MOTHER LOVE!"

GARDEN TOOL

REFER TO HT 894



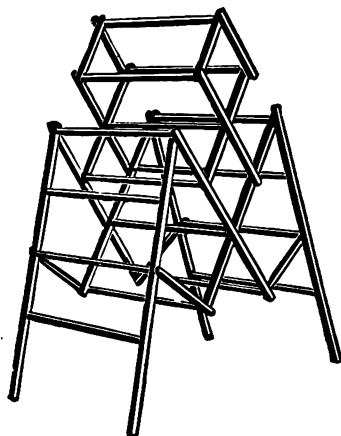
Description: This multi-purpose tool may be used as a transplanter, bulb planter, bulb digger, trowel, a depth gauge for planting depths and distances, etc. The shape fits the hand and is not too large for feminine use. Made of heavy gauge steel, heavily plated; handles finished in baked red enamel.

Dealer Helps: Circulars and electrotypes.

G-L Products Co., 501 Fassett St., Toledo, Ohio.

CLOTHES DRIER

REFER TO HT 895

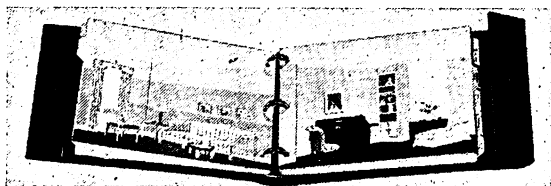


Description: The No. 50 Clothes Drier provides a drying space of 38 feet. Constructed throughout of smoothly finished stock, with rounded corners and edges. Folds compactly to size, 29 1/2" x 60".

Woodenware Products Corporation, 100 No. Broadway, St. Louis, Mo.

PAINT PATTERNS

REFER TO HT 896



Dealer Helps: Now you can show your customers how the finished job will look with a new dealers' book called "Paint Patterns," 21" x 16". One hundred sixty colors were used to produce this help for dealers, depicting 42 attractive paint patterns for exteriors, living rooms, dining rooms, bedrooms, kitchens and bathrooms. "Paint Patterns" are as close to actual paint colors as color chips. Window displays, counter displays, newspaper advertising, direct mail and a book for your painter (pictured above), showing actual color schemes same as in the 21" x 16" counter book, are incorporated in this complete "Paint Pattern" merchandising plan. Details will be gladly furnished on request.

John Lucas & Co., 322 Race St., Philadelphia, Pa.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Three steady selling items included bentwood coffee tray, 16" x 25", complete with folding stand and taped top, \$1.98 (Haskelite, Chicago); heavy cast aluminum sizzling steak platter with Magnalite finish, well and tree type with separate walnut handles, \$3.71 for 16", \$4.64 for 18" (Wagner Mfg. Co., Sidney, O.); hand-hammered aluminum square tray 12" size with aluminum handles, separate molded glass insert has 5 relish compartments (Everlast Metal, New York). Cooking indicator proved a specially attractive feature of electric broiler priced at \$4.98. Has 2-heat 1,000 watt top element (Prevore Electric, Brooklyn).

Practical power drill, suitable for use on wood, metal, glass and plastic proved good item for men at \$9.98. Drill was demonstrated. (Casco Products, Bridgeport, Conn.). Vogue for vitamins attracted attention to electric vegetable and beef juicer at \$19.95 which separates juice from pulp (A. C. Gilbert, New Haven, Conn.). Automatic pop-up toaster at \$6.98, 2 slice model, pulled sales (Superior Electric, Cape Girardeau, Mo.).

New, and selling well were enameled metal bathroom or boudoir shelves at \$1.79. Decorative shelf cabinet is 8" wide, 3" deep, 10" high, has bottom, middle and top shelves (Bates Art Industries, Chicago). Two-tiered glass corner shelf at \$1.29 found ready sales (Handy-Andy, New York). Bath scale which can be set to flash warning red light when a prescribed weight is passed sold well at \$3.49. Light works on flashlight battery, may be disconnected (Continental Scale, Chicago).

Electric roasters, waffle irons, and toasters, were especially good, due partly to frequent demonstrations held in stores. Of the special gift lines, fireplace accessories, hostess sets and novelty kitchenware moved best, with the pet department also getting quite a rush.

Cast iron andirons and electric logs sold separately at \$1.98. (Harry Levitz, New York). Repeat promotion and demonstration of new National pressure cooker continued to draw activity. Unadvertised and selling well was an electric necktie restorer retailing at \$1.50. Can be used on any fabric, fits all ties, works on A.C. or D.C. (Cole Toomey, New York). Repeat promotion on Krene plastic shower curtains pulled heavy response. Plastic curtains were shown on rod in bath shop, window curtains on adjoining fixtures; \$3.95 retail for curtains, same price for drapes (National Carbon Co., New York).

Good response was accorded demonstration of Dial-Matic Steem electric iron retailing at \$12.50. Iron combines advantages of automatic and steam type (Steem Electric Co., St. Louis). Unadvertised item selling in volume was a \$1.00 rubber toilet tray which fits on top of toilet water tank. Has a sectional compartment at each end; comes in colors or white (Wooster Rubber Co., Wooster, O.). Newly stocked and moving well was the Odowick deodorizer, \$1.50. Has large streamlined container of Tenite in black or white. Used for few minutes, device is said to deodorize average size room (Odowick Co., Buffalo, N. Y.).

Sizzling steak platters at \$3.95 were reported to be a fast moving item. (Wagner Mfg. Co., Sidney, O.)

Demonstration of the Flex Seal Cooker attracted much attention; of special interest to the housewife, the store reported, was the 4-quart size at \$12.95. (Vischer Products, Chicago). Unpainted furniture met with good response following a large ad whose theme was, "Notes to Hostesses." Display was arranged in front of the Paint Department which also benefited by tying-in with this promotion.

Page 11

REFER TO HT 897

CASH IN

ON THE
NEW JACOBSEN SALES FRANCHISE—LETS YOU SELL
THE FULL LINE OF JACOBSEN POWER MOWERS TO YOUR
CITY PARK DEPARTMENT, CEMETERIES, SCHOOLS, GOLF
COURSES AND INSTITUTIONS, WITH THE CO-OPERATION
OF JACOBSEN FACTORY REPRESENTATIVES AND DIS-
TRIBUTORS WHO ASSIST YOU WITH DEMONSTRATIONS
AND SERVICE!



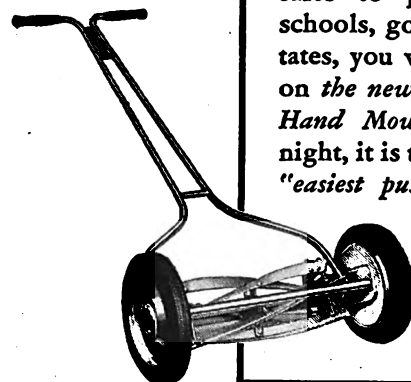
Thirty to
Forty Thousand

**POWER MOWERS
SOLD IN 1940**

You can sell many a home owner with a large lawn the popular priced Lawn Queen model—a 20" heavy duty mower that can "take it" on any competitive demonstration. Suburbanites everywhere want this amazingly easy way to Lawn Beauty. You can sell twenty-five to fifty Lawn Queens in a single season.

Hand in hand
with Jacobsen
Power Mower

sales to parks, cemeteries, schools, golf courses, and estates, you will find easy sales on the new Jacobsen All Steel Hand Mower. Silent as the night, it is the "smoothest" and "easiest pushing" mower on wheels. You will win many friends with this new super mower.



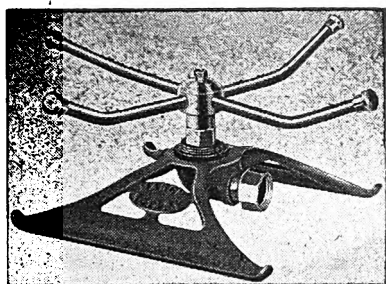
A Jacobsen factory representative awaits your call to show you profit possibilities you never believed possible. Write us today.

JACOBSEN MANUFACTURING COMPANY
770 WASHINGTON AVE., RACINE, WIS.

JACOBSEN POWER
LAWN
MOWERS

SPRINKLER

REFER TO HT 901



Prospects: Homes, parks, estates, golf courses, etc.

Description: The new "Lawn King" distributes water equally in all sections of the area covered. Covers up to a 50-foot circle and will operate on pressures from 20 pounds up. Well-constructed bearing consists of two chrome leathers separated by a polished disc, giving four bearing surfaces at all times. Turned up ends of the heavy base allow it to be easily dragged across lawn without tipping. Other models available.

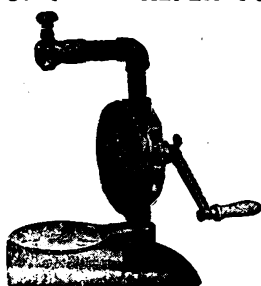
Package and Shipping Weight: Shipped knocked down, with complete assembly instructions.

List Price: \$2.25.

March Automatic Irrigation Co., Muskegon, Mich.

HAND PUMP

REFER TO HT 903



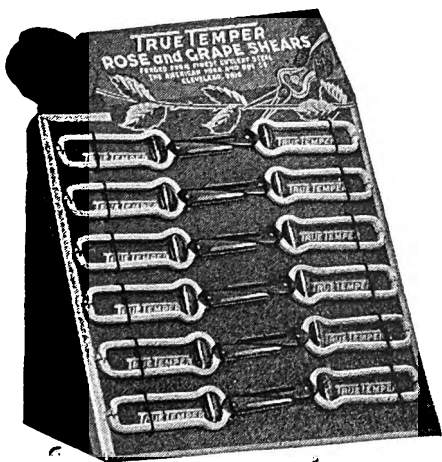
Description: This new easy-operating hand pump for dispensing liquids from barrels, drums or tanks has a "Bucket Design" rotor assembly, which manufacturer claims will automatically take up wear, reduce friction losses, and give a smooth, continuous flow of liquid. Will handle very thick or semi-solid liquids such as blackstrap or 600-W, grease, as well as kerosene, tractor fuel, gasoline or lube oils. Complete with crank, bung, suction pipe, discharge pipe, vacuum breaker, neoprene lined dispensing hose, nozzle and hose holder. Spout models come with crank, spout, bung and suction pipe. Pumps are bronze fitted, unless otherwise specified. Bung threaded for 1½" or 2" openings. Taper bung for use with wooden barrels also available.

Dealer Helps: Envelope stuffers, folders and other descriptive literature.

Blackmer Pump Co., Grand Rapids, Mich.

SHEARS

REFER TO HT 902



Dealer Help: "True Temper" Rose and Grape Shears is now supplied to dealers packed one dozen on a self-merchandising counter display stand. Shears is 6" in length overall, drop forged in one piece from fine tool steel, with heat-treated and tempered blades, ground sharp. Besides its usefulness as a picking shears, it is also claimed to be an ideal small shears for fishermen to carry in the tackle box.

Suggested Retail Price: Shears, 75c ea.

Suppliers: Wholesalers.

American Fork & Hoe Company, 2012 Keith Building, Cleveland, Ohio.

BAIT

REFER TO HT 905



Prospects: Fishermen.

Description: The new "No-Snag River Runt Spook" is said to be designed for use in those tough, weedy places that fishermen have had to pass up before as unfishable. It is triple weed-guarded—with a guard for the front of the bait, to prevent collar from catching in snags, rocks and weeds, and special guards for the two points of the double hook. Body is made of transparent, semi-indestructible material, with lively, lifelike action.

Dealer Helps: National advertising in outdoor magazines; special window display cards, and counter display box holding 6 baits (shown above); folders.

James Heddon's Sons, Dept. HT, Dowagiac, Mich.

REFER TO HT 905

Autoyre
2600 LINE

In lustre chrome. Rust-resistant. A quality line of 25c* sellers for sure sales... sure satisfaction.

Ask your jobber, or write for illustrated catalog insert.

*Slightly higher in some territories, due to transportation costs.

COPYRIGHT, 1941, BY THE AUTOYRE CO., OAKVILLE, CONN.



POT CLEANER—A new style "Kitchen Devil Ball" Pot Cleaner is made of 100% genuine copper ribbon, is "knit like a woman's stocking," and priced to retail at 10c, but offered at the special introductory price of 3 for 25c for a limited period. Landon P. Smith, Inc., Irvington, N. J.
Specify HT 906 when making inquiry.

COFFEE MAKER—When water boils in upper glass container a thermostatic timing device automatically shuts off current and permits water to come through coffee grounds at proper speed and temperature. Makers claim a saving of one-third in coffee. This "Miracle" Automatic Coffee Maker retails for \$7.95, 8-cup size. Miracle Products, Inc., 36 S. State St., Chicago, Ill.
Specify HT 907 when making inquiry.

FERTILIZER SPREADERS—A complete line of spreaders, from a capacity of 15 lbs. of plant food up to one with 100-lb. capacity, with many new improvements in construction is now available. The "Junior" model is especially adapted for home use; equipped with rubber tires and special wheels. Swift & Co., Vigoro Division, Union Stock Yards, Chicago, Ill.
Specify HT 908 when making inquiry.

*** GARDEN SHEAR ASSORTMENT ***—A complete self-container sales and merchandising unit known as "Garden Shear Assortment PHG-9," consisting of a balanced, minimum selection of pruning tools, hedge and grass shears, is offered for Spring Open House. Application card contained in these deals gives the dealer an 8" Multi-Power Hedge Shear free. Seymour Smith & Son, Inc., Oakville, Conn.
Specify HT 909 when making inquiry.

WICK—A new style wick for oil stoves and heaters is woven from glass, similar to that used in open flame cooking utensils. Lights instantly, and claimed by manufacturers not to give off soot or carbon. Atlas Asbestos Co., North Wales, Pa.
Specify HT 910 when making inquiry.

LAWN MOWER—A "silent, all-steel" hand lawn mower has been added to a long line of power lawn mower equipment. With the exception of solid rubber cushion tires and hardwood roller, it is made of non-breakable steel, even to the tongue and cross-bar. Built in four sizes—14, 16, 18 and 20-inch cutting widths. Jacobsen Mfg. Company, Racine, Wisconsin.
Specify HT 911 when making inquiry.

THE ROLL CALL TO EXTRA PROFITS!

"CHAMPION OF TRANSPARENT
GLASS SUBSTITUTES"

R-V-LITE

(VITAPANE)

**DAYLIGHT-CLEAR TRANSPARENT
DURABLE WINDOW MATERIAL
NEW EXTRA SALES — BIG PROFITS**



R-V-Lite creates sales over and over again because customers find so many more uses for it! Dealers everywhere report it's fast becoming the leading seller.

USED WHEREVER GLASS IS USED

In Poultry House Windows, Hot and Cold Beds, Storm Doors, Sun Porches, Factory Windows, etc. Your customers are Guaranteed Satisfaction!



POWERFUL NATIONAL ADVERTISING



helps you sell more R-V-Lite! Sales Counter Displays, Descriptive Circulars and Samples. R-V-Lite comes in 50 foot and 150 foot rolls, 36 inches wide, packed individual carton.

JOBBERS! Some territories still open. Write today. Samples and all facts by return mail!
DEALERS! Write today for money-making proposition and free sample!



ARVEY CORPORATION
Exclusive Manufacturers of R-V-LITE
3497 N. KIMBALL AVE. CHICAGO, ILL.

Specify HT 934 when making inquiry.

NORCROSS GARDEN AND LAWN TOOLS

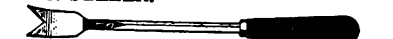
**MOST COMPLETE LINE
of Home Gardening Equipment**



HAND CULTIVATORS . . . 3 or 5 prongs . . . 4 ft. handles or Midget with 10-inch handles. Priced competitively but superior in style and finish.



The **DANDELION PULLER** . . . a real contribution to home gardening . . . nothing else like it on the market. Simple . . . efficient . . . easy-penetrating one-piece drop-forged thin steel blade . . . white ash 45-inch handle. **VERY POPULAR SELLER.**



V-POINT WEEDERS . . . superior to any on the market . . . better balanced . . . sharper cutting edge . . . better appearance . . . long or short handles.

Ask Your Independent Jobber

**C. S. NORCROSS & SONS
BUSHNELL ILLINOIS**

"Quality Garden Tools Since 1891"

Specify HT 935 when making inquiry.



★ **HACK SAW DEAL** ★—A special deal and display is offered to retailers for NHOH. It presents a 50c value at a special price of 25c and consists of a three-color combination counter and window display or tray card, on which are mounted three new "Star" Unbreakable Special Flexible Hack Saw Blades—two 10", 24 teeth per inch, and one 10", 18 teeth per inch—and one "Tiny Tim" metal cutting saw complete with blade, to be sold as a complete unit. Clemson Bros., Inc., Middletown, N. Y.

Specify HT 936 when making inquiry.

PAINT SELECTOR—Publication of a unique Color Selector, to be used by dealers in recommending harmonious wall and ceiling combinations based on existing furnishings. The easel-back cover provides a convenient means of displaying to customers. Lowe Bros. Co., Dayton, Ohio.

Specify HT 937 when making inquiry.

PLANT FOOD—A new metal-edged "Plant Pantry" contains a supply of 8 different plant foods, fertilizers, and insecticides. A list of products of manufacturer is printed on lid of metal-edged carrier to facilitate ordering refills. The "Plant Pantry" is designed to step up dealers' sales by merchandising an assortment at a unit price, \$1.00, and at the same time, serve as a sampler of the various products. A. H. Hoffman, Inc., Landisville, Pa.

Specify HT 938 when making inquiry.

BOLT CHART—A "Dimensional Chart for Expansion Bolts and Screw Anchors," measuring 15"x20", giving tables for wood and lag screws, machine bolts and machine screws, together with the proper size anchor to be used in connection with each, is available free upon request. The Rawlplug Co., Inc., 96 Lafayette St., New York, N. Y.

Specify HT 939 when making inquiry.

PLIERS—To make it easier and quicker to distinguish and locate packages of Bernard Pliers and Plier-Action Tools is given as the main reason for the new packaging of these tools. The new package is striking in color and design, printed in blue with orange background. Wm. Schollhorn Co., New Haven, Conn.

Specify HT 940 when making inquiry.

TOASTERS—Scheduled to appear in seven national magazines are advertisements featuring "Toastmaster" products. Current plans also include newspaper mats, envelope enclosures and attractive booklets for counter distribution. All are available to dealers selling this line. McGraw Electric Co., Elgin, Ill.

Specify HT 941 when making inquiry.

RADIO TUBES—A package of 30 tubes in conjunction with a kit of parts most frequently used in every-day service jobs comprises a merchandising deal just announced. The kit of standard parts consists of volume controls, condensers, electrolytics and filter chokes that can be used in 90% of all service work. Emerson Radio & Phonograph Corp., 111-8th Ave., New York, N. Y.

Specify HT 942 when making inquiry.



HOISTING EQUIPMENT—Wright Catalog 12-C is a revised edition of their hand-operated hoisting equipment, trolleys, and cranes. Complete data on screw-gear and differential hoist are included, as well as engineering data on cranes, trolleys, and winches. Your copy is ready. Wright Manufacturing Division, American Chain & Cable Co., Inc., York, Pa.

Specify HT 943 when making inquiry.

LATHES—A new general catalog, said to be one of the most complete lathe catalogs ever published, contains 112 pages and 240 illustrations, showing 50 different sizes and types of lathes for manufacturing, tool room and general shop work. A copy will be sent on request to any firm mentioning this magazine. South Bend Lathe Works, South Bend, Ind.

Specify HT 944 when making inquiry.

GLOW LAMPS—A catalog sheet No. Y-0251 gives essential facts pertaining to G-E's complete line of glow lamps. These sheets may be had free of charge on request of dealers. General Electric Co., Nela Specialty Division, Lamp Department, 410 Eighth Street, Hoboken, N. J.

Specify HT 945 when making inquiry.

HOBBYCRAFT KITS—New descriptive literature covering a complete list of miniature lumber and millwork for the construction of model houses on a one-half inch to one foot scale. New items, together with suggested construction methods and price lists, are included. Architectural Decorating Co., 1600 South Jefferson St., Chicago, Ill.

Specify HT 946 when making inquiry.

ALUMINUM LADDERS—A 40-page and cover catalog illustrates and describes aluminum ladders for all purposes. Your copy is available for the asking. Aluminum Ladder Co., Tarentum, Pa.

Specify HT 947 when making inquiry.

SCREEN CLOTH—A combination catalog and sample book of different types of wire screen cloth is a new merchandising aid for dealers. Has an attractive blue and yellow cover and is plastic-bound at the top for ease in displaying various brands of wire cloth. New York Cloth Co., 500 Fifth Ave., New York, N. Y.

Specify HT 948 when making inquiry.

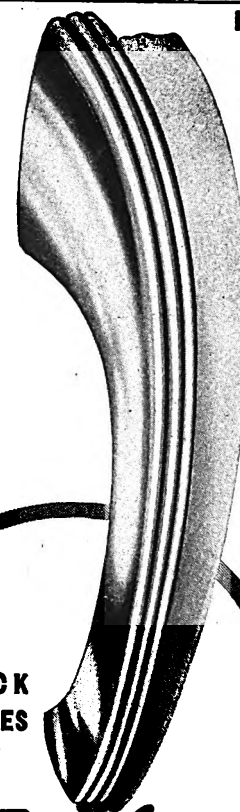
ELECTRIC APPLIANCES—A special farm catalog, entitled "General Electric On the Farm," brings together for the first time in one catalog a representative line of electric appliances, equipment and services of interest to farm families. The catalog consists of 68 pages, 8"x10", and has an attractive cover in four colors. General Electric Company, Farm Sales Section, Bridgeport, Conn.

Specify HT 949 when making inquiry.

OVENWARE—A 16-page catalog showing retail prices effective January, 1941, of Pyrex Ovenware and Flameware, together with the Fair Trade Retail Price List effective February 1, 1941, is now available. Corning Glass Works, Corning, N. Y.

Specify HT 950 when making inquiry.

REFER TO



**AMEROCK
ANNOUNCES
NEW**

**Streamlux
DESIGN**

Capturing streamlined luxury in a graceful cabinet hardware design of unusual charm and dignity, Amerock introduces its new "Streamlux" design at prices surprisingly low. For example, No. ED405 "Streamlux" Door Pull shown full size above and No. ED400 Drawer Pull below retail at only 30c each. Illustrations 1/3 size.



No. ED511 Knobs
25c each



No. ED400 Catalog
55c each



No. ED400 Drawer Pull 30c each



**NEW Color-Selector
DEMONSTRATOR**

Amerock's new "Streamlux" cabinet hardware is displayed in full glory on the new No. 400 Color-Selector Demonstrator. Get yours on attractive Free Hardware Plan.

ASK YOUR JOBBER!

**GENUINE
Amerock
PRODUCTS**

Copyright 1941 by

**AMERICAN CABINET HARDWARE CORP.
ROCKFORD, ILLINOIS**

REFER TO HT 952

Strongest Light Weight GARDEN SHOVEL on the Market . . .

Dozens of your customers have been waiting for a garden shovel like this:
RIGHT SIZE: 7 3/4" x 10" blade with 42" handle.

RIGHT CONSTRUCTION: Forged in one piece, with 60% thicker center section full length, and tapered sides (the famous RAZOR-BACK backbone). Heat treated. Tubular shank.

RIGHT PRICE: That insures you quick sales at full profit.

Catalog No.
SL17

Retail
in Most
Sections at ...

\$110



One of the 18 Famous SPEEDLINE Tools

with BLUE HANDLES—fastest selling line in the country. Send for catalog and prices.

**THE UNION FORK &
HOE COMPANY**

525 Dublin Ave., Columbus, Ohio

GLOVE ASSORTMENT

REFER TO HT 953



Dealer Helps: A special deal on liquid latex household gloves is being offered to dealers as an "extra profit" attraction before the spring housecleaning season. The assortment includes a total of 24 pair of "Aristocrat," "Firm-Grip" and "Shure-Hold" gloves in popular sizes. Two pair of gloves are given free, with a colorful "self-seller" counter display.

Seiberling Latex Products Co., Akron, Ohio.

FOE OF EFFICIENCY

*These are the days about which one
should never worry: Yesterday,
Today and Tomorrow.*

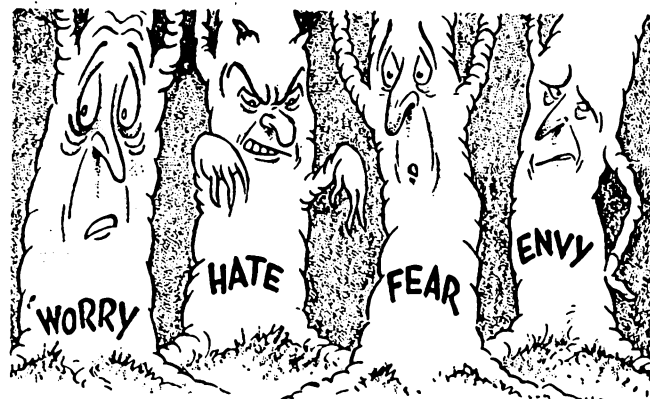
All forms of fear, and all passions in which fear is an element, such as worry, anxiety, grief, envy, jealousy, anger, hatred, revenge, remorse, despondency and despair are mental emotions. Their nerve vibrations flowing through one's system derange its action. Every form of fear tends to depress energy, upset digestion, produce disease and shorten life.

HENCE, FEAR IS THE NATURAL AND CONSTANT FOE OF VITALITY, HEALTH, LONG LIFE AND EFFICIENCY.

On the other hand is FAITH—the assurance of things hoped for—trust, confidence, contentment, peace, good will and kindness. Faith is a constant friend, a positive aid to our comfort and happiness, and also tends to establish good organic system. It contributes not only to one's daily comfort and happiness, but also tends to establish good health, mental and physical efficiency and long life.

Knowledge is the cure for fear. Courage and self-confidence are the results of knowledge — fear is the result of ignorance. If we permit it, fear makes cowards of us all.

Let's make up our minds to fight our battles in the manner we should. Develop our positive qualities—optimism, enthusiasm, energy, honesty, cheerfulness, carefulness, neatness, initiative, courage—and we will find it much simpler to change fear into faith.

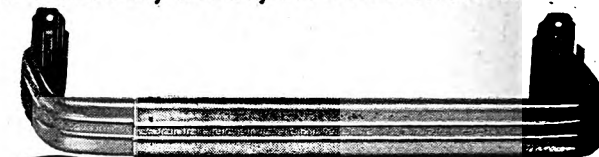


Another Washington needed!

REFER TO HT 954

FAST SELLING ITEMS FOR YOUR SPRING SALES

Put them out on your counter where women can see them. They will buy . . . it's the season for them.



"Built-in Thimble" is the curtain rod feature women want.

No. 19341
Single

No. 19342
Double

American Beauty rod. Oyster white and lacquered gold finish.

CARDED BIRD CAGE HOOK No. 2952

In the spring many bird owners want new hooks on window sash or porch. This carded set sells in volume.

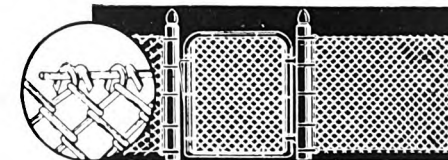


ORDER FROM YOUR JOBBER



CHAIN LINK FENCING

REFER TO HT 955



Prospects: Home owners, industrial plants, public buildings, etc.

Description: Supplementing manufacturer's regular line of chain link lawn fencing is the new Modern Fencing. Top and bottom cables are woven right into fabric, fastened to terminal posts with cable stretchers, tension bars and bands, thus eliminating all rail costs. Fabric constructed of electro-galvanized copper-bearing steel wire. Two-inch diamond mesh supplied in three weights: light (12 3/4 gauge), medium (11 gauge) and heavy (9 1/2 gauge). Various styles, with galvanized or painted "Acorn" or Channel posts; gates to match. Fences up to 7 ft. in height: 3 ft., and 4 ft. high have knuckled top, barbed bottom; over 4 ft., barbed and barbed.

Dealer Helps: To compete with chain stores, a four-point merchandising plan has been inaugurated to help hardware dealers sell fencing; details furnished on request. "Play Safe" folders and price list available.

H. L. Brown Fence & Mfg. Co., 4426 - 34th Avenue, Cincinnati, Ohio.

Digitized by Google

HARDWARE *Today*

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS *Digest*

As Reported by the Trade Press

MAR 10 1941

Do You Know . . .

That through a recent survey it was disclosed that 65 per cent of all people entering a store will subconsciously turn to the right?

Do You Know . . .

That a moving display in a show window attracts 70 per cent more attention than a still display?

Do You Know . . .

As a mere attention-getter, the value of color in advertising varies from 25 to 50 per cent, with a normal of 33½ per cent? In exceptional cases it has been known to increase response 100 per cent.

Do You Know . . .

That a survey brought to light the fact that light blue is the most effective color to use in direct mail to women, light green for men, and for both, light green?

Do You Know . . .

That black type, used on a yellow background, is the best combination for legibility, with green on white next? Other experimenters have found that with regard to speed in reading, the best combination possible is black lettering on a white background, with green on white next in order.

Do You Know . . .

Time was when advertisers felt that they were not getting their money's worth unless every available patch of white space was covered with words and pictures? Nowadays, buyers of printing realize that it is wisdom to let good paper play its full part, along with typography, art work and color.

(Continued on page 10)

MARCH
1941

Vol. 2

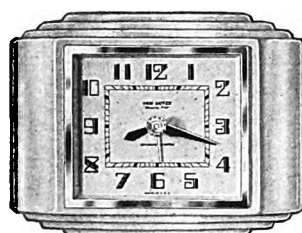
No. 3



REFER TO HT 1001

DISPLAY AND PROFIT BY THESE SPECIAL-VALUE DEALS

During Hardware Open House Week

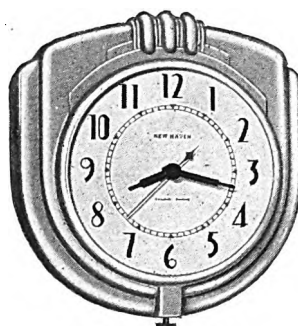


"LUCERNE"

← **FREE**
This Clock
For Open House
Week

Your Profit \$12.95

This "Open House" deal includes 12 "Vega" Automatic Starting Electric Kitchen Clocks (right) or 12 "Viking" (similar to "Vega") costing you \$1.65 each, retail \$2.50. Your profit on the deal alone is \$10.20. But add the retail price of \$2.75 on the FREE "Lucerne" Set-o-Matic Electric Kitchen Clock (above) and you have a GRAND PROFIT of \$12.95! All three clocks in choice of Red, Ivory, Green or White plastic cases.



"VEGA"

AND HERE'S ANOTHER!

WRIST WATCH
ASSORTMENT C-1

Your Profit \$6.90

Invest only \$12.65



Contains 6 watches to retail from \$2.95 to \$3.95, as follows:

- 1 "INCA" Jeweled (Link Bracelet)
- 3 "FAD" (2 Leather, 1 Link Bracelet)
- 1 "BROWNIE" (Leather Strap)
- 1 "LADY JOAN" (Leather Strap)

1 DISPLAY FREE

Chromium plated cases with stainless steel backs, curved to fit the wrist. Unbreakable crystals. Temperature-compensated movements. Individual gift boxes. A deal that sets new records in turn-over!

Your jobber can supply you these and many more "New Haven" profit makers.

THE NEW HAVEN CLOCK COMPANY, NEW HAVEN, CONN.

NEW HAVEN Timepieces

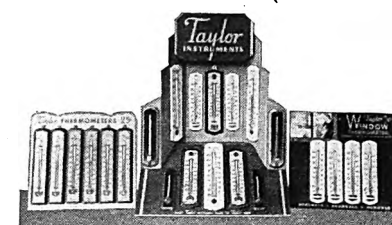
MONTHLY INDEX to Live Lines

The ★ Indicates a "Spring Open House" Item

- A -		- K -	
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★Drill Points	14	★Pressure Cooker	14
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- G -		Stillson Wrench	9
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★Gloves	6	Tea Strainer	13
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- H -		Tools, Garden	15
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		★Watches	2
		Waterproof Glue	14
		Wire Fence	15

★ THERMOMETERS

REFER TO HT 1002



Dealer Helps: This special thermometer Assortment No. 5184 for NHOH contains 22 thermometers in six styles, for indoor and outdoor use, in a number of attractive finishes. A colorful, three-dimensional display piece, in which the thermometers are easily inserted, and two other panels, with the thermometers already in place, supplied with the assortment. Other sales aids available: Handout or mailing folders, newspaper mats, and national advertising.

Weight: Approx. 8 lbs.

Total List Price of Assortment: \$12.00, to retail from 25c to \$1.00 each.

Taylor Instrument Companies, Rochester, N. Y.

★ GLASSWARE

REFER TO HT 1003



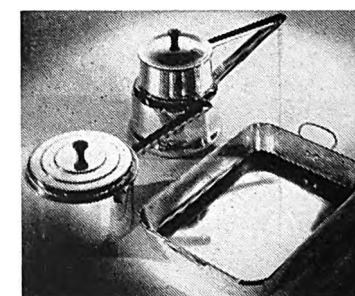
Dealer Help: This NHOH special, No. 89 Assortment, features three "Androck" items: Nut Meat Chopper, "Dripless" Pitcher, and "Tilt-Jug" Bowl and Beater set—packed with colorful, new counter display. By removing special Open House card, rest of display may be used all-year 'round for promotion of these items.

Suppliers: Wholesalers.

The Washburn Co., Worcester, Mass., and Rockford, Ill.

★ KITCHEN UTENSILS

REFER TO HT 1004

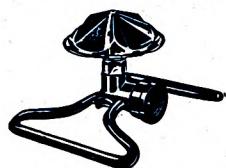


Dealer Helps: This "Priscilla" Aluminum Utility Set, special for NHOH, consists of: 2-quart Sauce Pan, with flat bottom, designed for electric cookery; regular \$1.00 value, special at 79c—large, all-purpose Utility Pan, for baking, roasting or candy-making; usually \$1.00 seller, special price, 79c—and bell-bottom Double Boiler, 1½-quart top capacity, 2-quart bottom capacity. Open stock, can be ordered in any quantity. Newspaper mats available.

Leyse Aluminum Co., K-400, Kewaunee, Wis.

★ SPRINKLER

REFER TO HT 1005



Prospects: Homes, parks, estates, golf courses, etc.
Description: Offered as a special for NHOH, this revolving Lawn Sprinkler has been designed to combine attractiveness and efficiency with low cost. Polished brass head gives an even distribution covering an area from 25 to 40 feet in diameter, depending upon water pressure. Base, 5 1/4" x 6", finished in baked-on enamel; 3/4" solid hose connection.

Package and Shipping Weight: Individually boxed; 12 in carton, approx. wt. 18 lbs.
 W. D. Allen Mfg. Co., 566 W. Lake St., Chicago, Ill.

★ VACUUM BOTTLE

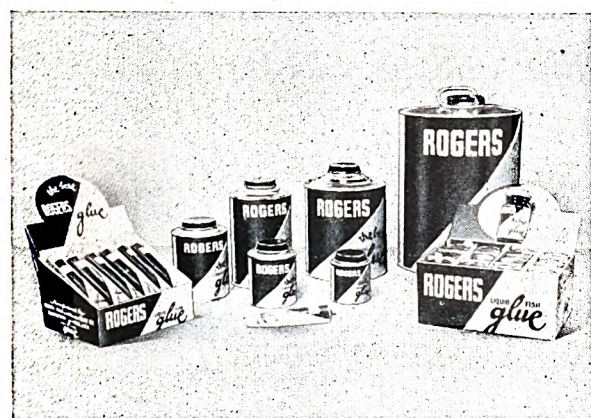
REFER TO HT 1006



Dealer Helps: This special package No. 4138 for NHOH includes a colorful display for counter or window, and an assortment of 10 Thermos brand Vacuum Bottles (5 No. 7 line bottles and 5 No. 34A line bottles). Cuts of the package, including the display, available to dealers. Offer effective March 15 until withdrawn. *Total Retail Value:* \$12.71; special price to dealer, \$7.70. The American Thermos Bottle Co., Norwich, Conn.

★ FISH GLUE

REFER TO HT 1007



Dealer Helps: For NHOH, the makers of Rogers' Liquid Fish Glue are offering retailers a special deal consisting of 6 gills, 3 half-pints, 3 pints, and 1 half-pint free. A striking display has a special "Open House" top piece, which may be removed later and the display used in regular store exhibits. Product nationally advertised. *Package and Shipping Weight:* Display shipped in separate carton—freight allowed on 12 or more cartons. *Total Retail Sale Price of Deal:* \$6.35; dealer's profit, \$2.45.
 Rogers' Isinglass & Glue Co., Gloucester, Mass.

REFER TO HT 1008

SCORES AGAIN

-this time with **COLOR**

**GEP-
ACTIONIZED
ROD**

**now
in
TENITE**

Durable Weatherproof Plastic

ADJUSTABLE
Nu-grip

**ALSO
AVAILABLE
IN CORK**

*Get Behind
THE LINE
THAT IS OUT IN FRONT*

GREATEST IMPROVEMENT IN FISHING ROD CONSTRUCTION IN OVER 25 YEARS

GEP engineers have accomplished another outstanding achievement for 1941. The sensational GEP Adjustable NU-GRIP has been modernized and streamlined with the addition of durable, hollow-molded **TENITE**—thereby adding new beauty, color and eye-appeal to the famous GEP Line.

And for 1941, GEP Dealers are going to reap the benefit of more consumer advertising—more effective selling helps and more powerful display material.

Send for new 32 page catalog today and get behind the fast moving GEP Line. Your Jobber will show you samples and arrange your stock.

TWO OTHER PROFITABLE GEP LINES!



Fly Fishing is increasing in popularity daily and you can get your share of this business with GEP Actionized Fly Rods which are recognized everywhere for their high quality, sturdy action, willing response on casts and moderate prices. Send for catalog.



GEP ARMOR-OID Rods are the last word in salt water tackle combining action, strength, balance and beauty. They are the finest rods made and are unconditionally guaranteed against salt water corrosion. Available in many models, all popularly priced.



GEPHART MFG. CO.

Chicago, Illinois

Specialists in Steel Fishing Rods

**FOR BAIT CASTING
FLY FISHING • SALT WATER FISHING**

Mail COUPON FOR New Catalog!

GEPHART MFG. CO.
 228 W. Illinois Street, Chicago, Ill.
 Please send me your New Catalog of GEP Actionized Rods.

Name _____

Address _____

Town and State _____

Digitized by Google

REFER TO HT 1009

Extra Sales Extra Profits WITH PLASTIC WOOD

PLASTIC WOOD makes a 100% companion sale item to many products in your store. Mention PLASTIC WOOD to every customer who buys tools, fixtures, paints, nails, screws, bolts, locks, hinges, casters.

PLASTIC WOOD answers the needs of your customers—brings them back—satisfied. It handles like putty; hardens into permanent water-resisting wood.

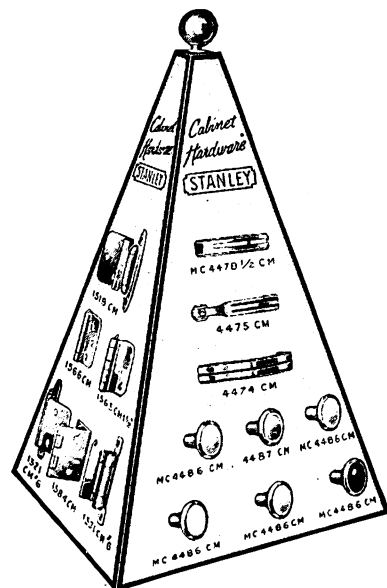
Send for free 11 x 14 inch Plastic Wood Display Card!

**THE A. S. BOYLE
COMPANY**
DISTRIBUTORS - JERSEY CITY, N. J.



Cash In On The '41
PLASTIC WOOD
Advertising!
RADIO ADS
on 46 stations
MAGAZINE ADS
in 39 publications

★ CABINET HARDWARE REFER TO HT 1010



Dealer Help: Designed especially for NHOH, this Pyramid Display, 12" wide x 14" high, for counter or window use, is furnished with a wide assortment of latches, pulls, knobs and hinges. Three panels of display finished in ivory with blue stripes. Hardware furnished in chromium and nickel finishes and some "Multichrome" with plastic colored inserts; each item on display numbered. Catalog page B161 now available gives complete list of hardware assortment.

Total List Price of Hardware: \$37.38.
The Stanley Works, New Britain, Conn.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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NO. 3

MARCH, 1941

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SPRING OPEN HOUSE

May Day seems a long way off—and since National Hardware Open House doesn't open until May Day and is going to run through to Mother's Day, many dealers may feel that there's no need to be concerned NOW about getting goods in time for Open House.

Even those who have made up their minds to take part in Open House—have heard about it at state conventions and even have ordered their NHOH kits—may feel that there's no reason to rush about ordering Open House goods—that, as a matter of course, the jobbers will have what they want, when they want it.

Scheduling production on special items for a definite, limited time is always a ticklish job for manufacturers and guessing how much of such goods to buy is no less a problem for wholesalers.

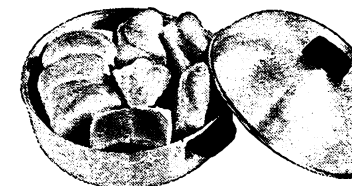
The normal difficulty of gauging production and of stocking specials is aggravated this year by the unusual conditions growing out of the Defense Program.

Some manufacturers who wish to join in Open House plans and had definitely determined to do so have found it impossible, because of Defense requirements, to do anything. Others are finding it extremely difficult to plan and produce Open House features and are necessarily limiting the time and facilities which they devote to this purpose—thus limiting the quantities of Open House merchandise which they produce.

This means that those who order early will be most likely to get the Open House goods they want; those who wait may be too late.

★ KITCHEN UTENSILS

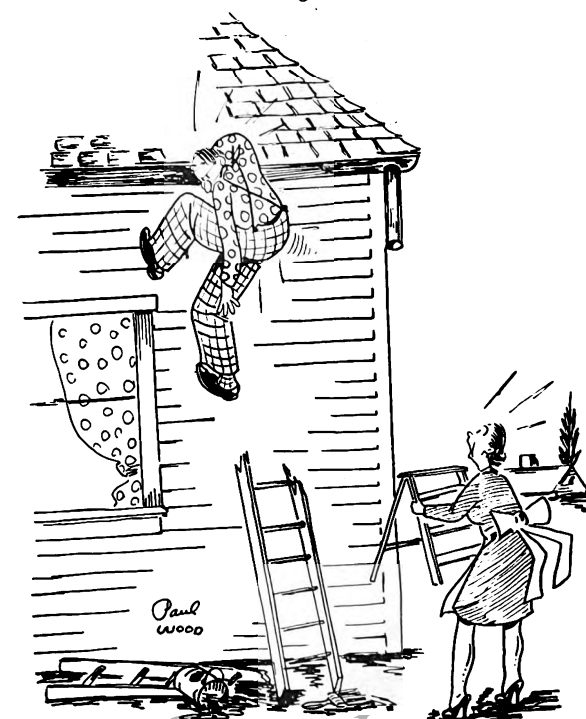
REFER TO HT 1011



Dealer Help: The following aluminum utensils are offered as "specials" for NHOH: 3-quart combination Sauce Pan, new design, can be used as a double boiler, casserole, baking dish, and other purposes; regular retail price \$2.25, special "Open House" price \$1.89—5-quart Tea Kettle, new design, stationary handle with molded bake-on grip; regular retail \$2.98, special \$2.49—"Junior" Serving Oven (shown above), 9" diameter, in "spun finish aluminum; special price 89c—Ladles-Dippers, sturdy handle securely riveted to cup; three sizes: 1/2-pint Ladle, regular retail 25c, special 19c; 1-pint Dipper, regular retail 30c, special 23c; 2-pint Dipper, regular retail 45c, special 35c.
West Bend Aluminum Co., West Bend, Wis.

★ RODS—HOUSE NUMBERS REFER TO HT 1012

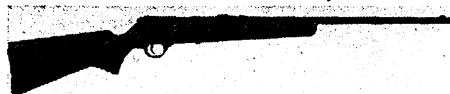
Dealer Helps: Two regular numbers from manufacturer's 1941 line are offered at special prices for NHOH and Fishermen's Week: (1) Steel Rod No. 6130, 4 1/2 ft. long, with detachable offset handle, cork composition grips; regular price, \$1.50, to retail during NHOH at \$1.19. (2) Steel Rod No. 61-W-30, 4 1/2 ft. long, with detachable offset handle, diamond knurled grips; regular price, \$1.25, special price, \$1.09. Both rods carry profitable jobber and dealer discounts. Another special deal, introducing the new "Da-N-It" House Number, consists of a four-color counter display; 6 four-figure frames, 3 pairs of anchor posts, and an assortment of 60 numbers from 1 to 0. Price to dealer \$8.10—profit, \$4.05.
Premax Products, Division of Chisholm-Ryder Co., Inc., 4109 Highland Ave., Niagara Falls, N. Y.



"OH LAND! THIS ISN'T LONG ENOUGH. IS IT?"

★ RIFLE

REFER TO HT 1013



Sales Features: This new Marlin Model No. 101 Single Shot .22 Caliber Rifle, introduced especially for NHOH, is a full-sized, military type, safe and accurate rifle, with many big gun features. Has 24" tapered, blued steel barrel, crowned muzzle, Ballard type rifling. Self-cocking, shoots .22 caliber short, long and long rifle cartridges, regular and high speed. One-piece buttstock with fluted comb and semi-beaver tail forearm. Equipped with Rocky Mountain type rear sight and partridge front sight. Positive thumb-controlled safety. Overall length 42-1/2"; weight about 5 lbs.

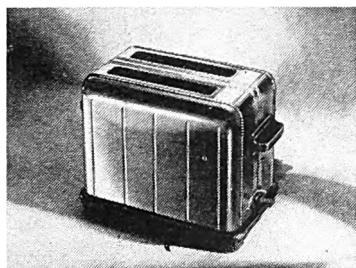
Dealer Helps: Special "Open House" window sticker, and a large tag to be attached to trigger guard of gun.

Suggested Retail Price: \$6.95.

The Marlin Firearms Company, 17 E. 42nd Street, New York, N. Y.

★ ELECTRIC TOASTER

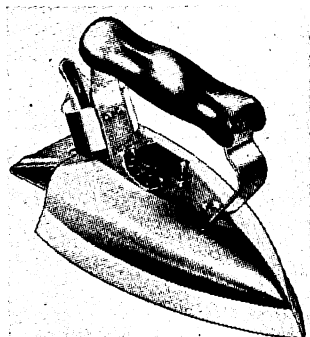
REFER TO HT 1014



Dealer Helps: During NHOH, this two-slice "Maytime" automatic Toaster No. 111 will be offered at a special retail price of \$9.95—regularly \$12.95. Toaster has such features as adjustable toasting dial for "light" or "dark" toast; toast "inspector"; 695-watt heating elements; chromium finish; Underwriter approved. An "Open House" display included free with each standard package. Mats supplied without charge on request. Manning, Bowman & Co., Meriden, Conn.

★ ELECTRIC IRON

REFER TO HT 1015



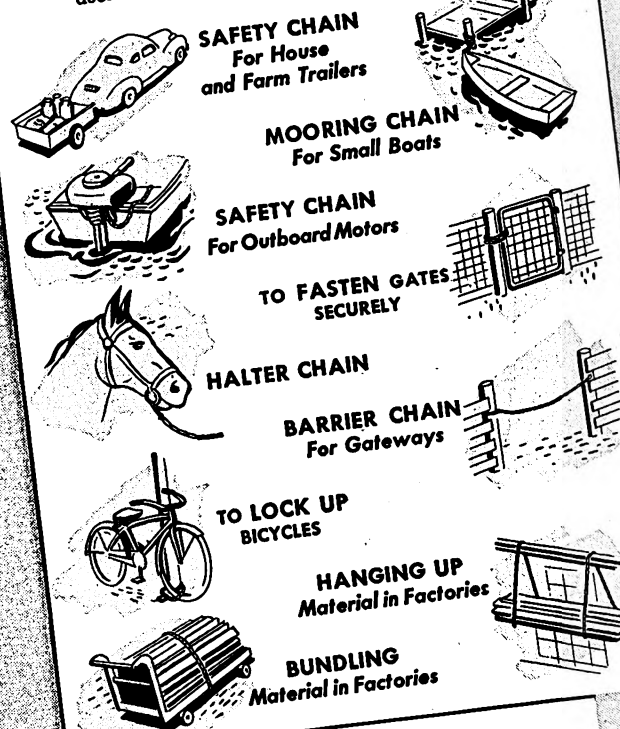
Dealer Help: For dealer promotion during NHOH, this thousand-watt Electric Iron No. 38 is offered at a special retail price of \$4.89—regular price, \$6.95. Iron has chromium plated body, adjustable automatic heat control. Three-year guarantee on thermostat and heating element. Manufacturers announce a limited supply of these irons for Open House and urge prompt placing of orders.

Coleman Lamp and Stove Co., Wichita, Kans.

ELWEL No. 203 HANDY CHAIN

WHAT HANDY CHAIN MEANS TO YOUR CUSTOMERS

Note these varied examples of the genuine usefulness of Elwel No. 203 Handy Chain:



What HANDY CHAIN means to you

ELWEL No. 203 HANDY CHAIN is already selling in all parts of America by hundreds of dozens. Wherever sold HANDY CHAIN gets people chain-conscious—stimulates other chain purchases.

ELWEL No. 203 HANDY CHAIN is 66 inches long, has welded ring at one end, sturdy spring snap at the other. Bright, coppered or bright zinc finish. Packed one dozen on a ring ready to hang in prominent selling position. Weight per dozen, approximately 18 3/4 pounds. Ask your jobber's salesman about this new chain sales builder.

AMERICAN CHAIN DIVISION
YORK • PENNSYLVANIA



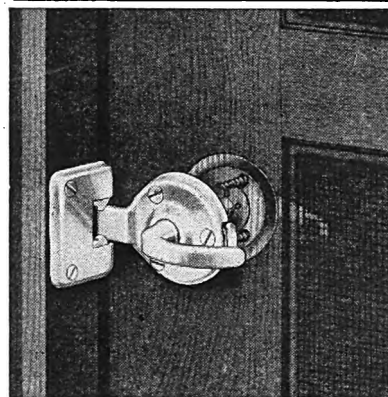
ESSENTIAL PRODUCTS . . . AMERICAN CABLE Wire Rope, TRU-STOP Emergency Brakes, TRU-LAY Control Cables, AMERICAN Chain, WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting Machines, FORD Holsts and Trolleys, HAZARD Wire Rope, Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment, OWEN Springs, PAGE Fence, Shaped Wire, Welding Wire, READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIGHT Holsts, Cranes, Presses . . . In Business for Your Safety

**Plan NOW for
National Hardware
Spring Open House
May 4-5-6-7-8-9**

AMERICAN CHAIN & CABLE COMPANY, Inc.

REFER TO HT 1017

IVES SCREEN DOOR LATCH



It's New—
It's Different—
It's Practical—
And it is a
fast seller.

No mortising is required for installation of this new IVES latch for outswinging screen, storm and combination doors. Just bore a hole for the spindle and notch the stop for the latch plate. That's all there is to the installation.

Orders for Spring requirements should be placed with your jobber now. Displays and circular material are available. Write Department T.

THE H. B. IVES CO.

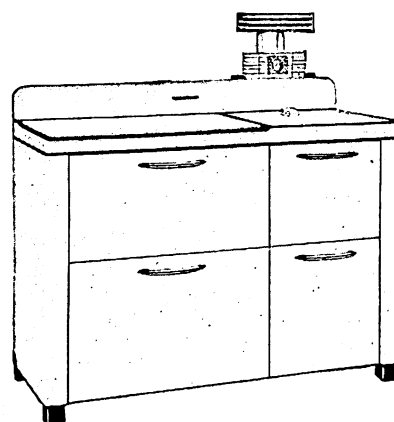
Quality Hardware Since 1876

NEW HAVEN

CONN.

OIL RANGE

REFER TO HT 1018



Prospects: Homes.

Description: A feature of this "Table-Top" Range, Model 868, is the mounting of the two oven burners and the one-gallon glass reservoir serving them, on a platform that slides out in front for easy lighting. Entire oven-burner assembly can be lifted out and used (with a folding stove frame, supplied at a small additional cost) as a separate two-burner stove for laundry, canning or other purposes, without interrupting the cooking-top burners. Two-gallon reservoir is of metal, with a convenient fuel indicator. Oven heat indicator is mounted on top of the oven, at the rear. Finished in porcelain enamel. 52-1/2" long—another model 6" shorter available.

Perfection Stove Co., Cleveland, Ohio.

The TREND OF BUSINESS Today

In the successful conduct of any business it has long been recognized as necessary continually to study trends, to analyze accomplishments and endeavor to predict a level of operation for the reasonable future.

PRODUCTION INDEX in 1940 averaged 122. Today it is over 130, with prospects indicating an early rise above 140.

EMPLOYMENT IS UP: The durable goods industries alone are employing 1,000,000 more men than a year ago.

INCOMES ARE UP: Currently the national income, on a dollar basis is running at about the 1929 level, but with the price level 18 per cent under that year means that in terms of power to purchase our collective incomes will buy more goods than ever before.

BUILDING ACTIVITY is outstanding. Heavy engineering contracts in January topped last year's by 149 per cent, and the Dodge building contract reports for December were the highest in any month except one since the middle of 1929. When these new plants get into operation, they will give more employment, require more materials, and start more buying employment, require more materials, and start more buying power spreading around the circle than the construction work is generating today.

Because the cost of building labor rose 7.8 per cent and materials 4.4 per cent in 1940, the Federal Home Loan Bank reported construction costs as a whole were up 5.5 per cent from the year before. Nevertheless, urban home financing during the year increased 15 per cent over 1939, and in January, 1941, the Federal Housing Administration selected 33 per cent more homes for mortgage appraisal than it had the same month a year ago.

TELEPHONE INSTALLATIONS always have been a good index of national prosperity. The A. T. & T. system added more telephones in January than in any previous month in its history.

PROSPERITY IS WIDESPREAD: although the industrial regions get most of the headlines because of their defense contracts, the rural regions are likewise feeling better times. Last year the farmers received a cash income of nine billion dollars—over half a billion more than in 1939.

Alert companies are making special drives in the farm areas this year. G-E has organized a special promotional program aimed at a 1941 estimated farm potential for appliances and wiring materials of \$120,000,000. They figure that 2,000,000 farms now electrified will average at least \$30 in appliance purchases and that the 300,000 farms to be electrified this year will spend \$200 apiece for appliances and wiring.

RETAIL SALES VOLUME: Figures on wholesale and retail distribution given out by the Bureau of the Census show some interesting comparisons between 1939 and the years of 1935 and 1929.

The total number of retail stores in 1939 was 1,771,000—12 per cent more than in 1935 and 20 per cent more than in 1929.

The total volume of retail business in 1939 was forty billion dollars—28 per cent more than in 1935 but 13 per cent less than in 1929.

It is estimated that retail prices in 1939 were as much as 20 per cent less than in 1929, which would make the actual sales of merchandise in 1939 greater than in 1929.

(Continued on page 10)

★ HOUSEHOLD GLOVES

REFER TO HT 1019



Dealer Helps: Swaggerettes and Handy-Man Gloves make their appearance this year with a new "no-slip" finish and an attractive "red" color added to the line; made with durable rubber outside and soft fabric lining inside. Dealers ordering Swaggerettes for NHOH Week can get a special low price on the Handy-Man Glove, which will enable them to offer this glove, for this week only, at a special price, and still permit a good profit. Swaggerettes (individually cellophane-wrapped) and Handy-Man Gloves (each pair banded) are packed one dozen in new, eye-appealing counter merchandiser. Window streamers, consumer folders, cuts and mats free on request. Nationally advertised.

Suggested Retail Price: 49c per pr.

Edmont Manufacturing Company, 522 Orange Street, Coshocton, Ohio.

KITCHEN CABINETS

REFER TO HT 1020



Prospects: Homes and apartment buildings.

Sales Features: Recently announced are two additions to the "YPS" line of pressed steel kitchen units and ensembles—a 15" x 36" base cabinet and a 15" x 30" wall cabinet. The line now includes wall cabinets from 15" to 30" wide, and either 18" or 30" high; models of cabinet sinks; broom and linen cabinets; special tops; fillers, and various accessories. The range of sizes in which the units are made, together with the range of filler strips (from 1" to just under 15"), gives an unlimited variety of arrangements. Cabinets are all steel so they will not crack, warp or sag. Insulated doors and rubber bumpers insure quiet operation.

Dealer Helps: Window and counter displays; direct mail, consumer literature; national advertising.

Youngstown Pressed Steel, Division of Mullins Mfg. Corp., Dept. 130, Warren, Ohio.

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THE TREND OF BUSINESS

RETAIL SALES VOLUME

(Continued from page 6)

Total retail sales in the United States amounted to \$45,500,000,000 in 1940, a gain of \$3,476,000,000 over 1939, or an increase of 8 per cent.

Department store sales increased 20 per cent in 1939 over 1935, while there was an increase of 28 per cent in total retail sales, so that department stores lost some ground to other types of distributors during this four-year period.

HARDWARE GROUP RETAIL SALES. The lumber-building-hardware group sales volume in 1939 was \$2,733,983 or 6.5 per cent of the total of all retail sales for that year. In 1935 the figure was \$1,864,275,000 or 5.7 per cent of the total for that year, while in 1929 sales for this division were \$3,854,624,000 or 8 per cent of the total.

This shows a gain of 59 per cent in sales since 1935 but is still 33 per cent below 1929 in dollar volume.

The census bureau hardware group report indicated an increase of 28 per cent in sales in 1935 but 20 per cent below 1929.

WHOLESALE'S SALES for 1940 were up 7 per cent, as compared with 1939, and their inventories were up only 4 per cent.

The number of wholesalers in 1939 was 14 per cent more than in 1935 and 20 per cent over the total in 1929.

In 1939 wholesaler's sales were 29 per cent above 1935 but 18 per cent under 1929.

THE GAIN OF INDEPENDENTS. Variety stores in 1939 showed an increase of 8 per cent more than they did 10 years before. They are doing one-fourth as much business as department stores, whereas in 1929 they did little more than one-fifth. Moreover, much of their gain is coming from independents.

THE NATIONAL INCOME. National income in 1940 was in excess of \$74,000,000,000, compared with \$70,000,000,000 in 1939, with a much higher rate of increase during the closing months of the year. Preliminary estimates put the national income for 1941 in excess of \$80,000,000,000 which is the highest in the nation's history.

The United States Department of Agriculture recently estimated a nine billion dollar income for agriculture during 1941 and only once in the last ten years has that figure been exceeded. Past experience has proven that there is always a close relationship between the farmer's income and the sales volume of farm equipment.

From the consumer angle it seems conservative to estimate that there will be more money to spend in 1941 and that retail sales will increase.

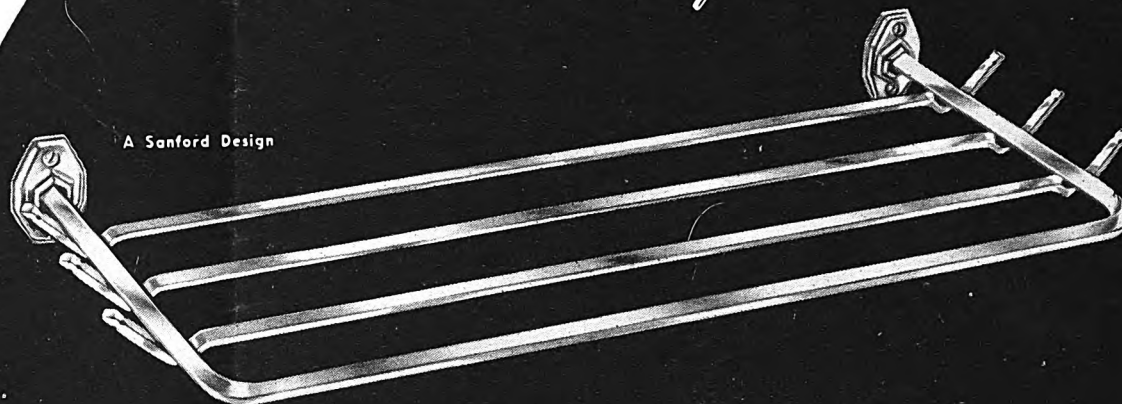
RECENT PRICE ADVANCES

Ash & Garbage Cans 5 to 10%	
Ball Pein Hammers	8%
Chisels	7%
Closet Tank Balls	10%
Clothes Baskets & Hampers	5 to 7%
Clothes Racks	8%
Eye Bolts	10%
Furnace Pipe	10%
Grinding Wheels	3%
Ironing Boards	7 1/2%
Metal Polish	11%
Open End Wrench Sets	12 1/2%
Picks	7%
Punches	7%
Roller Skates	10%
Sash Weights	6%
Screen Doors & Windows 3 to 5%	
Stove Bolts	8%
Tinners' Snips	5%
Watches & Clocks	5%

New! Just in Time for "Open House!"

TOWEL SHELF

and General Utility Rack



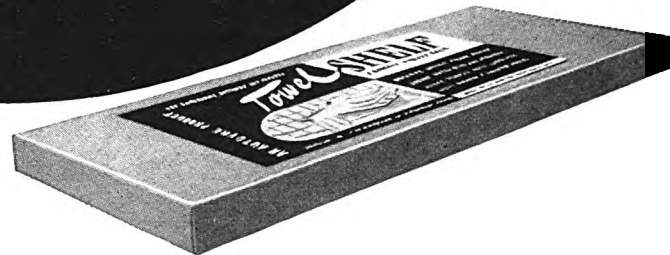
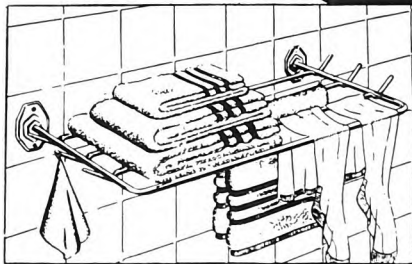
A Sanford Design

Win new friends and new sales for your store by featuring this handsome, practical fixture during National Open House Week. Multiple-duty shelf for bathroom, kitchen, closet and nursery. Holds towels, wash cloths, linens, hats, purses, etc. Convenient dryer for hosiery and lingerie. Smartly styled . . . Ends of bars form six utility hooks.

No. 5037— Illustrated— Heavy-duty, square metal bars and frame. Reinforced wall brackets. High lustre chrome finish. Size: 9" x 21". Retails at \$1.25*.

No. 2337—Size: 7 3/4" x 18". Round metal bars and frame finished in sprayed, baked, gleaming white enamel. Retails at 50c*.

*Slightly higher in some territories, due to transportation costs.



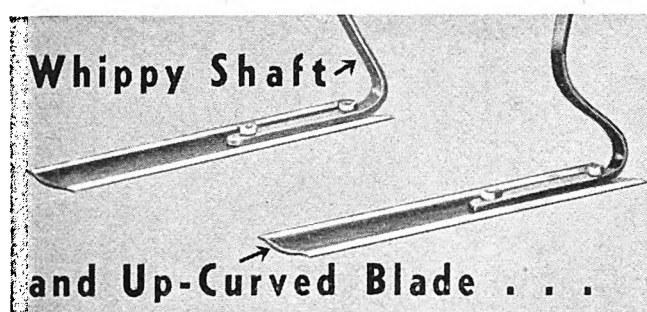
Each shelf individually packed, complete with special screws, in attractive mailing carton. Packed 12 cartons to a case. Order from your jobber, or write for details.

Autotype

"DESIGNED TO MAKE THE PASSER-BUY!"

COPYRIGHT, 1941, BY THE AUTOYRE CO., OAKVILLE, CONN.

REFER TO HT 1022



You Can Sell Dozens of SPEEDY GRASSTRIMMERS

Highly tempered shaft gives extra whip to the cutting stroke.

Up-curved blade and rounded heel avoids digging into grass roots.

Heat treated blade beveled to knife edge, easily removed to sharpen or replace.

Long, comfortably round handle of ALL-WHITE ash, UNION labeled.

Sell One to Every Home for:

Quickly trimming lawn edge along walks, curbs and flower beds — cutting weeds and grass too long or thick to mow — cutting weed and grass stems missed by the lawnmower. Fun to use — works like a charm — sells like hotcakes.



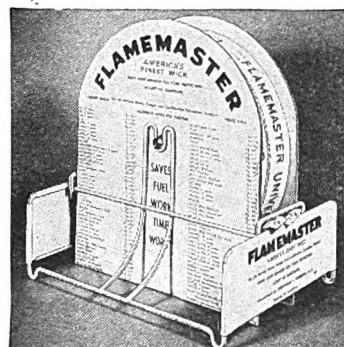
Ask Us for Catalog and Prices

The Union Fork & Hoe Co.
525 Dublin Avenue, Columbus, Ohio

Catalog No. SGT.

★ ASBESTOS WICK

REFER TO HT 1023



Dealer Helps: For NHOH, the makers of "Flamemaster" Asbestos Wick offer an attractive, three-color dispenser free to dealers with purchases of 200 feet of Junior Roll Wick in $\frac{7}{8}$ " and $1\frac{3}{8}$ " sizes. Metal dispenser measures 11" wide, $7\frac{3}{4}$ " deep and $11\frac{1}{2}$ " high, and front and rear panels list 85 makes and models of oil burners, with wick cutting data, enabling dealer to serve customers quickly and accurately. Also available is a two-color window-wall poster, $8\frac{1}{4}$ " x 21", that tells an effective consumer sales story. Nationally advertised.

Dealer's Cost: \$4.45, f.o.b. Jobber's warehouse.

Triplewear Brake Linings Corp., Paterson, N. J.

SCANNING THE FIELD for Ideas

"EDGE" ON ADDED SALES

One western store makes it a feature to offer its customers free sharpening service on all household knives—but they "must bring" the knives in personally. The grindstone, where the customer must bring the dull knives, is set up right in the cutlery section and, naturally, the customer's attention is also directed toward the cutlery specials available. As often as not, she buys an extra knife.

"JUMBLE SALE"

A Louisiana merchant holds a "Jumble Sale" once a month. On a large display table in the center of the store is placed merchandise that has been slightly damaged (though thoroughly usable). One-of-a-kind and outmoded items are also included. The dealer reports that store traffic is increased at least 75 per cent on the day of the "Jumble Sale," and sales on items not included in this special event are quite active.

SEALED BID SALE

An eastern dealer recently held a "Make Your Own Price" sale, advertising several days for people to come and place on certain displayed merchandise the prices they wanted to pay, in sealed envelopes, which were afterwards opened, the goods going to the highest bidders.

"MISPELLED WORD" CONTEST

According to a retailer in California, newspaper advertising, plus a misspelled word, pulls the best results for him. He advertises regularly, every day, but once a week he purposely includes eight or ten misspelled words in the body of his ad copy. A boxed paragraph at the top of the advertisement explains that the words are scattered through the ad. Copy also advises readers that all who find the misspelled words, underscore them, spell them correctly, and bring the ad to the store, those persons will be entitled to a pair of theatre tickets, gratis. Store traffic and sales have been considerably increased through this plan.

SELF-DEMONSTRATION

When a church dinner is in the immediate offing, a dealer in Illinois takes a mixer or some other appliance to the church kitchen, bearing a card with the words, "Try Me," and leaves it there. Women who have never had the opportunity of testing the device welcome the invitation to try it out, and frequently they sell themselves on the imperative need of such an appliance in their own kitchens.

"STOPPER" SIGN

A Boston store has a "stopper" sign placed vertically up the front of its building, with the word, "Hardware," spelled out with various stock items. The "H" is made of two handsaws and a hatchet. The "A" is a pair of calipers. One "R" is a key and a sickle. The "D" is a drawknife and a plane. The "W" is made of two pairs of shears. Another pair of calipers makes the next "A," and a straight razor, a fire extinguisher and a dinner bell make the next "R." The final "E" is composed of an L-square, a file and a hammer. The company's name is spelled out below the sign in regular letters.

"OLD CUSTOMER NIGHT"

A dealer in Denver benefited heavily from an "Old Customer Night" held recently. The event was called to the attention of old customers with a personalized sales letter, which stated that in appreciation to its long-time patrons, the store was setting aside a special night for them—a night in which no one else would be admitted to the store. Enclosed with each letter was an admission card for the customer and his family, and also one guest card. On this one occasion, all old customers were allowed a ten per cent discount on merchandise throughout the store. Besides creating a substantial amount of extra business, the store obtained a valuable mailing list of prospects from this source.

(Continued on page 9)

★ FLASHLIGHTS

REFER TO HT 1024

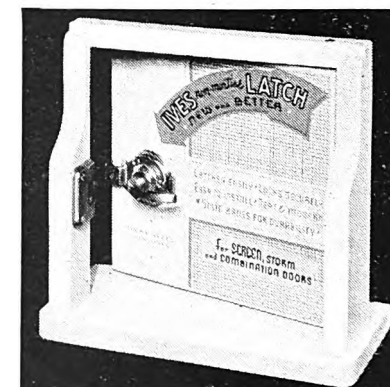


Dealer Help: This Flashlight "special" for NHOH, known as "No. M-7," consists of a three-dimensional display in the official blue and green colors, featuring two each of three newly designed flashlights, together with a tray for flashlight batteries. Flashlights are streamline in design, standard size, in chrome, copper and black finishes, and retail at 45c, 69c and 80c, less cells. "Open House" top strip of display is removable to permit continued use.

Dealer's Cost: \$2.64—list, \$3.88 during NHOH. Ray-O-Vac Company, Madison, Wis.

DOOR LATCH DISPLAY

REFER TO HT 1025



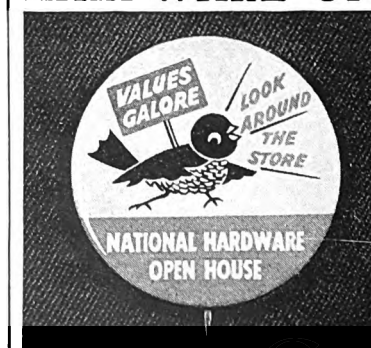
Dealer Help: This non-mortise door latch for outswing-ing screen, storm, and combination doors is demonstrated in actual operation on this model of a miniature door, which also serves as a colorful counter display.

Suppliers: Wholesalers.

The H. B. Ives Co., Dept. T, New Haven, Conn.

REFER TO HT 1026

Red Devil Contributes FREE Sets of Colorful Sales BUTTONS for SPRING HARDWARE OPEN HOUSE...



In every Open House Kit are 6 four-color buttons contributed by the makers of RED DEVIL glass cutters, painters, woodworkers and glaziers tools. No advertising of any kind appears on face (see left).

Any hardware dealer who has not purchased a kit, but wishes to participate in Open House, is invited to write on his firm letterhead to Landon P. Smith, Inc., Irvington, N. J., (mentioning this publication) to receive a FREE set of buttons without slightest obligation.

REFER TO HT 1027

SCANNING THE FIELD FOR IDEAS

(Continued from page 8)

"NEW" SALES FROM A Spokane dealer gets new appliance business from old customers

by having the salesman who took the original order deliver the receipt for the last payment on installment accounts. The salesman shows the customer how, having budgeted her finances on the appliance she has just finished paying for, she need introduce no new economies in her household if she buys another needed appliance.

"DOLLAR DAYS"

During the monthly "Dollar Days" at a New Orleans store a good volume of major appliance sales has been realized through a special price premium extended on that one day. This is the offer of \$1.00 for each payment for the eight months following the "Dollar Day," totalling an \$8.00 saving on the appliance cost, spread over eight payments. According to the manager of the department, 21 major appliances were sold in a single day on this "Dollar Day" feature.

IT'S "DAD" WHO PAYS!

Announcements of weddings and engagements, regular features of the Sunday society sections of metropolitan newspapers, have been developed into a fertile source of sales of electric refrigerators, ranges, washers, and even complete kitchens by a dealer in St. Louis. Instead of getting in touch with the prospective bride and groom, however, this dealer concentrates his selling efforts on the parents of the couple. Prospects are followed up in two ways: First, a direct-mail letter goes to the father of the young woman concerned, inquiring whether he has considered the lifetime importance of a refrigerator when thinking of the wedding gift, playing up the line handled, and asking for an appointment. Then the letter is followed up by a personal call by the dealer or one of his salesmen.

ANNIVERSARY EVENT

A store in Michigan used the following stunt in connection with the celebration of its 30th Anniversary: Pictures of 75 men, prominent in the mercantile or professional life of the town 30 years ago, were selected and mounted on a large piece of composition board, painted green and bound in brown to give it the appearance of a large, framed picture. This was placed in the store's window, and an announcement about it included in one of their anniversary advertisements to the effect that the person giving the largest number of names correctly would be awarded a prize. Much interest and enthusiasm were created by the display—people came and stood by the hour, musing, studying, and trying to remember.

ANOTHER ANNIVERSARY

When an Ohio store celebrated its 50th Anniversary recently, the management decided the money, which on former occasions went into a prize, could be more profitably spent in offering "Super-Specials"—merchandise reduced to cost price, or nearly so, for one day only. These special offerings came from every department—each item to be sold at drastic reductions, and something customers would need and want. These "Super-Specials" were advertised each day.

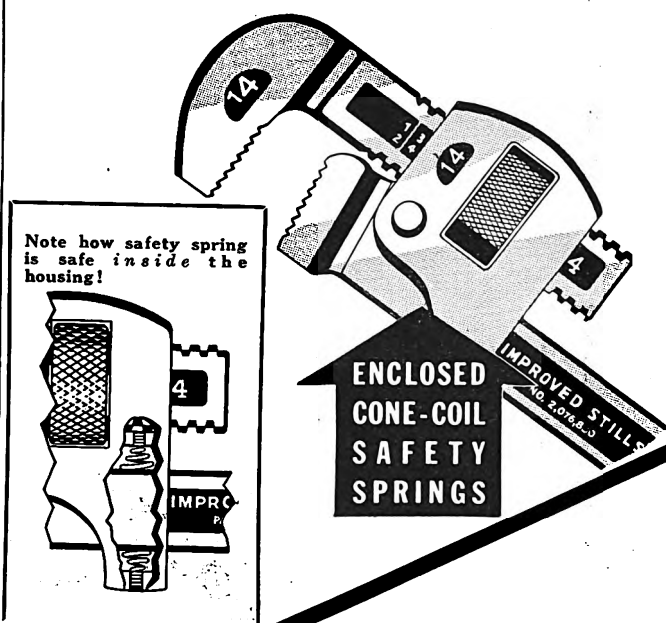
"BILL PAYING PARTY"

A store in Walker, Minn., instituted a "bill paying party" last December for their customers. They selected 165 of their past due accounts and mailed out clever invitations, all printed in the accepted invitational style on neat, white cards. All cards had a definite R.S.V.P. in the left-hand corner. Within the week, 24 customers came to the "party," 21 sent their regrets, and results are still coming in. "Everyone took the invitation in the right spirit," said the manager, "and customers have been asking when the next 'party' will be held. It is by far the best collection stunt we have ever tried."

"PERSONNEL" IN ADVERTISEMENTS

One dealer writes: "To give a temporarily different twist to our advertising, we use the names and pictures of our store personnel. We present the main figures of our sales group as pleasant personalities whom prospects would like to meet." Remember that this is one quality of your house which cannot be duplicated by any of your competitors.

REFER TO HT 1029



We Improved this Stillson to Improve Your Sales!

Here at last is a Stillson that gives your customers new advantages in design—new safety—no flat exposed springs that can break and cut the hands. Cone-coil safety springs are **INSIDE** the housing. No rivet holes to weaken the handle.

Besides, there's a handy pipe scale on the hook jaw. Whole wrench has heat treated strength users like. Made with wood and steel handles.

Boost your pipe wrench sales and profits with this Improved Stillson—order from your Wholesaler.

THE RIDGE TOOL CO., ELYRIA, OHIO



Steady...

3-IN-ONE OIL WILL MAKE STEADY PROFITS FOR YOU!

43 CBS RADIO Stations coast-to-coast, and 46 well-known MAGAZINES are carrying 3-IN-ONE Oil messages to your customers. This steady stream of advertising promotes steady sales and steady profits. Get ALL of your share by displaying and suggesting both the Regular and Heavy Body types of 3-IN-ONE Oil.

THE A. S. BOYLE COMPANY
Distributors — Jersey City, N. J.

"3-IN-ONE" OIL

PREPARE NOW FOR
NATIONAL HARDWARE
— SPRING — OPEN HOUSE

★ BELT LACING

REFER TO HT 1028



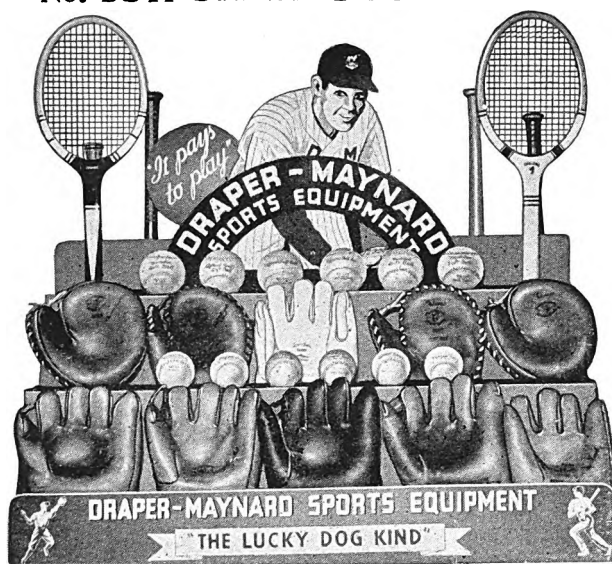
Dealer Helps: To help dealers increase their sales of "Alligator" Steel Belt Lacing during NHOH, manufacturers are offering their new No. 410 "Economy" Display Unit. Unit provides an assortment of 10 "Economy" packages of four sizes as follows: 3 packages each 5E and 25E, and 2 packages each 20E and 27E. Each package contains one set of lacing complete with gauge and hinge-pins for a 12" belt. Lacing can be broken and pins cut to correct length for narrower belts. Profit—4% plus.

Flexible Steel Lacing Co., 4669 Lexington Street, Chicago, Ill.

REFER TO HT 1030

Draper-Maynard

No. DS41 STANDARD ASSORTMENT



Colorful Display Stand—No Charge

The DS41 assortment is a complete line of Spring and Summer merchandise comprising twenty-nine different items together with an attractive, colorful display sign. A "Sporting Goods Department" at a low cost.

Your Cost \$35.50

List Value \$57.65

Write Your Jobber For Complete Information or direct to

THE DRAPER-MAYNARD CO.

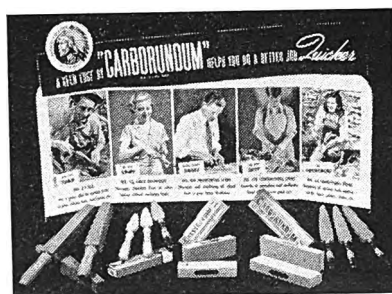
400 York St.

Dept. HT

Cincinnati Ohio

★ SHARPENING STONE

REFER TO HT 1031



Dealer Helps: A number of new "multiple" displays for window and counter, featuring Carborundum and Aloxite brand products are now available to dealers for NHOH. The new Master-Display No. 988 illustrated above provides a background for dealer's display of sharpeners as well as other related products, tools, cutlery, etc., that they sharpen. Other displays supplied free with the following assortments: No. 722 Carborundum and Aloxite brand File and Scythe Stone Assortment; No. 10 Carborundum brand Combination Stone Assortment; dozen No. 149 Carborundum brand Pocket Hones; No. 57 Carborundum brand File package; dozen No. 66 Carborundum Knife Sharpeners.

The Carborundum Company, Niagara Falls, New York.

THE BUSINESS DIGEST

(Continued from page 1.)

NEW STUDY TRACES MOVEMENT OF GOODS IN RETAIL STORES

Advertising's energetic search for basic merchandising facts that contribute to improved marketing efficiency was emphasized when full details were made available for the first time regarding an unprecedented research project launched by the New York World-Telegram.

Ask House Furnishing Review, 1170 Broadway, New York, for a reprint of their November article, "The Fifth Column in Retail Merchandising." It tells what is happening to the retailers as a result of the "I can buy it for you wholesale" clubs set up by large organizations for their employees. Names names—and how!

RETAIL ADVERTISING

In Dun's Review last month there appeared a comparison of the advertising expenditures of various sizes and classes of retailers, compiled by Dun & Bradstreet from an extensive survey covering more than 13,000 retail establishments.

Advertising allowances, window dressers, salaries and everything except "direct out-of-pocket expense for radio newspaper, window display and other types of advertising" were excluded from the report. Department stores were not covered. Among the 50 other types of retail stores which were, these general patterns were established:

1. Dealers in durable and luxury goods spend more on advertising than dealers in immediate necessities (from 2.5 per cent of net sales for fur stores to .3 per cent for groceries with filling stations). Radio, furniture and appliance stores were well up on the list; food, coal and gasoline dealers were well down. Chief exception: drug stores ranked as the sixth largest class of retail advertisers.

2. Big retailers spend proportionately more than little ones.

3. Retailers in medium-size cities (20,000—100,000) spend considerably more than either big city or small-town retailers.

SCARE ADVERTISING

Last fortnight NDAC Commissioner Harriett Elliott, who has "scare advertising" on her list of practices which produce unjustifiable price increases, felt impelled to circulate a definition of the practice.

Said she:

"Scare advertising is advertising which tends, through fear of price increases or shortages, to induce the customer to make speculative advance purchases."

Her action followed a conference with Better Business Bureau and the Retailers' Advisory Committee.

THE STORY OF PRICE-FIXING

The two most articulate and most consistent opponents of price maintenance have been the officers of R. H. Macy & Co., New York, and Belmont Frank, proprietor of Frank's Economy Store, Burlington Vt.

For years Mr. Frank has been conducting a one-man campaign against what he calls "price raising laws." His fanaticism has led him to spend thousands of dollars to spread his gospel that price maintenance raises consumers' living costs and is not needed by independent retailers.

In 1939 Mr. Frank distributed at his own expense a book on "The Story of Price-Fixing, Price-Raising," and last month he began distribution of another 160-page book called "Four Free States,"—the four free states being Vermont, Delaware, Missouri and Texas, which do not have price maintenance acts.

If you don't believe in price maintenance you'll get some new arguments in this book—and if you do believe in it, it is worth reading to get the other fellow's point of view.

REPEAL OF FAIR TRADE ACT URGED

Repeal of the Miller-Tydings Resale Price Maintenance Act was advocated in a memorandum by Corwin Edwards, Assistant to Thurman Arnold, Justice Anti-Trust Chief. The memorandum was included in a general report presented to the Temporary National Economic Committee by Thurman Arnold. The committee is hearing testimony from various government departments and Mr. Arnold was the first to testify.

★ SOLDER

REFER TO HT 1032



Dealer Help: For Spring Open House, Gardiner "Repair-All" Solder is being packaged in an attractive counter display. Liberal coils come in neat cans, handy for use and storage by home tinkers and craftsmen, motorists, etc. Priced to meet chain competition. Gardiner "Radio" Solder (resin coil) packed in same manner and priced the same.

Dealer's Price: 1 display box (containing 10 cans) \$1.20; 5 boxes (50 cans) \$5.50; 10 boxes (100 cans) \$10.80. Gardiner Metal Co., 4820 So. Campbell Ave., Chicago, Ill.

MAY 1 to MAY 10
YOUR
N H O H



"OUR MOTTO IS 'MORE FOR YOUR MONEY',
SO WE'RE OFFERING A FREE LESSON
WITH EACH SAW."

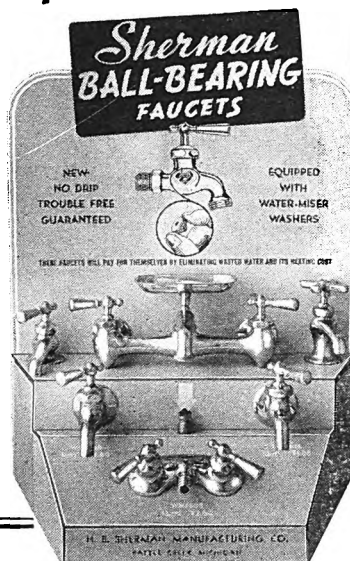
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REFER TO HT 1033

Sell The One Line of Faucets
with the Exclusive Ball Bearing
Feature that Stops Leaks
For Good!

Exclusive
**BALL BEARING
Swivel**

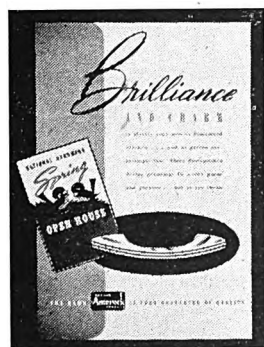
The secret of long life and leak-free service is the new Ball Bearing Water Miser Washer, available only on Sherman Compression Faucets. The ball bearing swivel eliminates grinding the washer against faucet seat—makes washer last indefinitely.



These faucets have an exclusive ball bearing construction that eliminates the wear caused by the friction of the washer against the valve seat. Thus they operate indefinitely without leakage. Here is a real hardware line—a quality line. Here is a line that's exceptional in appearance, finish, and smooth operation. Here is the only line that carries a year's guarantee against leakage!

Write Your **H. B. SHERMAN Mfg. CO.**
Jobber or Battle Creek, Michigan

★ **CABINET HARDWARE** REFER TO HT 1034



Dealer Helps: As an aid in selling more cabinet hardware during NHOH, the Amerock Display Set No. S-41—suitable for either counter or window use—has just been released. The display card, printed in orange and grey, is covered with cellophane to make it dustproof and spot-proof. A small "Open House" card, in green and blue, is punched to fasten under an Amerock drawer pull, which can be mounted directly on the large display card.

There is also an extra "Open House" card for fastening on the Amerock "Color-Selector" Demonstrator or on a model door display.

American Cabinet Hardware Corp., Rockford, Ill.

WHAT'S Selling In the Stores

Wall Shelf—Decorative white metal wall shelf at 94c sold well for plants, bric-a-brac, etc. Made of white finished metal 22" high, 13" wide, with pierce gallery edge 1½" high; has 3 flat shelves (Harry Levitz, New York).

Bar Gadget—The John Peel Press at \$3.50 is a bar gadget used to extract natural oil from peels of lemons, oranges limes (Melldale Co., Stamford, Conn.).

Drink Measure—Ak-Q-Tap at \$1.50 and \$2.50 is a drink accessory in plastic or chrome which fits on any bottle and accurately measures a single drink. Comes in 1 to 1¼ oz. sizes (Barr Products, San Francisco).

Pepper Mill—Domestic all-plastic pepper mill, to retail for \$1.25 measures about 2" high, comes in blue or red combined with ivory or walnut; has chromium handle (Sunset Mfg. Co., Oakland, Calif.).

Fruit Juicer of Aluminum at \$1.89 fits into manufacturer's standard wall fixture (Dazey Churn & Mfg. Co., St. Louis).

Coffee Maker—Automatic electric coffee maker at \$12.95 has Pyrex bowls, black composition trim, warming control to keep beverage hot after brewing (General Electric, Bridgeport, Conn.).

Utility Shelves for bathroom shown in six styles sold well. Included were models with triple mirror and glass shelf, \$1.00; double shelf, \$1.00; triple corner shelf, \$1.99; double shelf with towel bar, \$1.39 (Handy-Andy, New York).

Heating Pad 6" by 8" which uses chemical to produce heat comes in waterproof case, retails for 59c or 2 for \$1.00. Refills are 35c (Cumberland Chemical Co., Providence, R. I.).

Pressure Cooker—Cast aluminum Flex-Seal pressure cooker advertised at \$10.95 for 3-qt. size sold rapidly in that and 4-qt. size for \$12.95 (Vischer Products, Chicago).

Carpet Sweeper—Chrome plated carpet sweeper at \$1.99 was advertised by basement housewares and received good response. Sweeper has ball-bearing wheels, bristle brush, rubber bumpers, window (Modern Carpet Sweeper Co., Brooklyn, N. Y.).

Towel Rack—Chromium plated standing towel rack at \$1.69 has 5 bars, each 2' long; has rubber-tipped legs (I. Levy & Sons, New York).

Individual Casseroles in wire rack to retail for \$1.00 the set consists of three covered casseroles in green, yellow and dark blue in wire carry rack (Backrack & Niedenthal, New York).

Whistling Kettle at \$1.19 in clear glass, \$1.79 in yellow or green glass and \$2.29 decorated. Holds 1½ qts., has bakelite handle (John I. Posmantier & Sons, New York).

Cake Server—Good response was shown for the 8-piece buffeteria at \$1.98 and chrome cake servers with humidor at \$1.00.

Mops—Most interesting to housewife was O'Cedar mops from 50c to \$2.00 (O'Cedar Corp., Chicago).

Cutlery—Housewares heralded in newspaper ad under heading "Bye, Bye Budget Blues." Stressed in the ad were laundry and cleaning merchandising and cutlery merchandise. Sta-Brite sets, 26-pieces, were priced at \$4.75 and Universal Kitchen cutlery was advertised at 35c each to 95c each.

Griddle—Thrifty housewives took advantage of two Mirro specials—bacon griddle, which fires bacon and eliminated twisting and curling of the meat, for \$2.39 and icing double boiler with rounded bottom at \$1.59 (Aluminum Goods Mfg. Co., Manitowoc, Wisc.).

Gladiron & Washer—Thor washer and gladiron were featured at "two for one" price of \$58.50 (Hurley Machine Div., Chicago).

Bed Trays, folding back rests, and Adap-Table all received mention as best sellers. Sun lamps and heating pads likewise saw unusual business.

REFER TO HT 1035

PANTHER AND DRAGON TAPES



1. First to be wrapped and SEALED in Cellophane.
2. Perfect Adhesiveness and Tensile Strength.
3. Strong Distinctive Green Core.
4. Colorful Attractive Boxes.
5. A Company in the Insulation Business Since 1878.

HAZARD INSULATED WIRE WORKS

Division of the Okonite Co.
Works: Wilkes-Barre, Pennsylvania

New York Chicago Philadelphia Atlanta Pittsburgh Dallas
Buffalo Cleveland St. Louis Boston Detroit Seattle
Washington Birmingham Los Angeles San Francisco



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REFER TO HT 1036

FARRELL-CHEEK
FIRE-FIXER
tools

Good Quality, Practical Design, and Convenient
Use Has Made The **FIRE-FIXER** Line The
"LEADER" in Furnace Tools.

ASK YOUR JOBBER FOR NEW 1941 CATALOG,
OR WRITE DIRECT TO:

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

FISHING RODS

REFER TO HT 1037



Dealer Help: A new counter display card now available to dealers is designed to hold two "Gep" Adjustable Nu-Grip Rods. The attractive display is printed in five colors on heavy 55-point board, is unusually strong, yet small and compact. Special attention is directed to the new, hollow, molded plastic handle called "Tenite," which appears in manufacturers' 1941 catalog for the first time.

Gephart Mfg. Co., 228 West Illinois St., Chicago, Ill.

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISEMENTS

"IT TAKES GUTS TO WIN"—Tennis Guts—A poorly strung racket is your worst opponent.

"THE BOSS HAS GONE FISHING"—So we're running the place. A suggested heading for employees' sale.

"STOP SENTENCING YOURSELF TO HARD LABOR"—Husking is easier and faster with a.....picker.

"GET WHAT YOU GO AFTER WITH A GUN IN GOOD REPAIR"—Whooo! Can afford to risk a life with a gun in poor repair??

"OF ALL THINGS"—A little bit of everything received publicity in a single column heading with that title.

"JACK POT SALE"—Odd lots of tools grouped to sell at a single clearance price is an idea of a Milwaukee Shop.

"SPRING PROPOSAL"—It's love at first sight when women meet the new model refrigerator fashions.

"BREAKING THE ICE WITH NEW THINGS FOR SPRING"—A Kansas City dealer has what it takes for a good spring heading.

"COME IN!"—We will explain why a Brooks-Gillespie Deal is a better deal.

"BLOW YOURSELF"—March suggests a buying spree in an advertisement for tools.

"UNDER MARCHING ORDER"—A splendid idea for a March Sale is embodied in this heading.

"CALL OUT THE GUARD"—A guard of honor is suggested for Dollar Day values.

"THE ROUND ROBIN VOTE"—A spring favorite with the men.

"IT'S A DEAL WITH DEATH TO HELP YOU OUT"—Insect powder headline.

"LET YOURSELF GO"—The "shop and go" sign for sporting goods leads right to this New Orleans store.

"PAGEANT OF SPRING"—Here's your party! If you're looking for garden gadgets and lawn furniture.

"IF YOU'RE A MAN"—It will pay you to learn the big difference between good tools and make-shifts.

"SOMETHING MONEY CAN'T BUY"—The courteous, friendly service accorded each customer who enters a store . . . the reputation for integrity and fair dealing that . . . has built up during three generations of growth . . . the absolute assurance of satisfaction on every purchase . . . these are things money can't buy. Yet, they're all yours when you "buy at . . ."

REFER TO HT 1038

BELT LACING
STEELGRIP

WIREGRIP—the belt hooks that are easier to handle, easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit WIREGRIP or any other standard lacers. Write for catalog and circulars.

STEELGRIP—the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.

ARMSTRONG-BRAY & CO.
"The Belt Lacing People"
313 N. Loomis St. Chicago, U. S. A.

ELECTRIC FLOUR SIFTER

REFER TO HT 1039



Prospects: Housewives, bakers, cooks, etc.

Sales Features: The new "Miracle" Automatic Electric Flour Sifter Model No. S-1 is operated with one hand by simply pressing the thumb button on handle. A sifter full of flour can be sifted in 10 to 15 seconds. Maker claims its single action is equal to three separate ordinary siftings, because flour is aerated when passing through slots in cone-shaped discs, again when tossed up from sieve by vibration, and a third time when flour drops through sieve.

Package and Shipping Weight: One in carton; 12 to shipping case.

Suggested Retail Price: \$1.95.

Miracle Products, Inc., 36 South State St., Chicago, Ill.

WALLPAPER WAX

REFER TO HT 1040



Prospects: Homes, apartment buildings, hotels, etc.

Sales Features: When applied, Sapolin Wallpaper Wax forms a thin, colorless coating that protects wallpaper from dirt, smudges, steam, food stains, grease, etc. It will in no way discolor wallpaper, darken or interfere with beauty of original pattern. It is also claimed to make the paper really washable and, therefore, is especially adaptable for papered walls in kitchens, bathrooms and children's rooms. Quickly and easily applied with a pad of cheesecloth and will cover between 800 and 1000 square feet per gallon.

Dealer Helps: Window and easel counter displays.

Suggested Retail Price: 90c per qt.; \$2.65 per gal.—Sapolin Co., Inc., 229 E. 42nd St., New York, N. Y.

REFER TO HT 1041

GET YOUR SHARE OF THIS BUSINESS!

National Advertising to
Home Owners Begins
This Month

Miro-Flex Reflectorized House Numbers



5,000 sold first year in city where initially introduced.

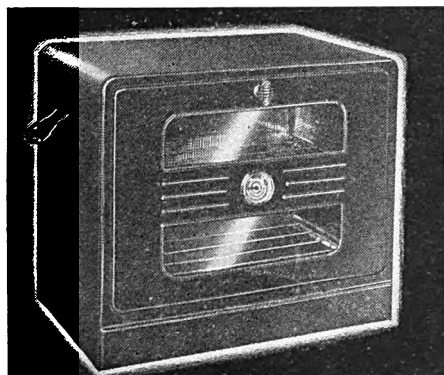
Durable construction — steel plates and post. Brilliant Miro-Flex Reflectors. Packed 10 sets per carton, with assorted numerals, for quick assembly as sold — avoids waiting for delivery from out of town. Retail \$2.00 double faced.

Get Your Stock Now!

THE MIRO-FLEX CO.

1824 E. Second Wichita, Kas.

REFER TO HT 1042



MILCOR Portable Oven

—your opportunity to "clean up"
on oven sales this season . . .

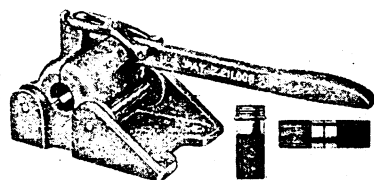
A popular, fast-moving item handsomely styled to catch your customer's eye; competitively priced to get the dollars. Features that make your selling easier . . . keep customers happy with good results in baking. Order Milcor Portable Ovens from your jobber. Write for free bulletin.

G-67A

MILCOR STEEL COMPANY

MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales Offices: Minneapolis, Minn., Little Rock, Ark.,
Dallas, Tex., Denver, Colo., Washington, D. C.

HOSE COUPLER REFER TO HT 1043



Description: The "Wyhaco" Hose Coupling Machine is a practical tool for contracting ferrules around couplings, also for mending $\frac{1}{2}$ ", $\frac{5}{8}$ ", and $\frac{3}{4}$ " hose. This machine is entirely self-contained. Raising the lever opens machine. A slight down pressure will contract the ferrule securely. Occupies space of 4" x 6- $\frac{1}{4}$ ". Guaranteed for five years by manufacturer. *Weight:* 6 lbs.

Price: \$5.95.

Wynnefield Hardware Company, 1817 No. 54th St., Philadelphia, Pa.



CAN-HOLDER REFER TO HT 1045

Just announced is a combination paint can-holder and brush holder in one piece, made of spring steel. "Handl-Grip" holders eliminate grasping a can on which paint may have spilled. Wet brush is inserted in holder clamps. Bender Products, Mastic, N. Y.

HORSESHOES REFER TO HT 1046

Streamlined and made of drop-forged steel, painted in silver, aluminum or gold, retaining the official weight of 2½ pounds. Set packed in attractive counter display. Booklet on horseshoe pitching free. St. Pierre Chain Corp., Worcester, Mass.

OIL HEATER REFER TO HT 1047

Incorporating long fire travel and ample heating surface to extract the heat units, the "Mighty Midget" Automatic Oil Heater and Winter Air Conditioner is complete in one compact unit. Circular on request. Dowagiac Steel Furnace Co., Dowagiac, Mich.

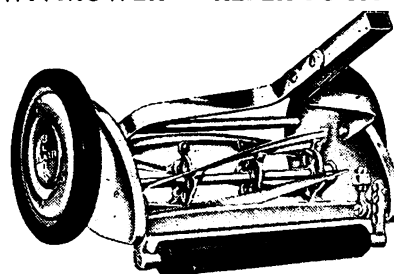
CLEANERS REFER TO HT 1048

"DT Quik-Kleen" units for motor cars, trucks, busses and tractors, permit quick, easy removal of grease from transmission and differential housings. Can be used with present tire inflation equipment. DT Quik-Kleen Co., P. O. Box 823, Tulsa, Okla.

LAMPS REFER TO HT 1049

A new line of "Fluralamp" Adaptors incorporating transformers for 60 cycle A.C. only, is announced. These models are in both 18" and 24" one-bulb type, and 24" in two-bulb type. Eagle Electric Mfg. Co., 59 Hall St., Brooklyn, N. Y.


LAWN MOWER REFER TO HT 1044



Sales Features: The "Onward" Lawn Mower has Chrysler "oilite" wheel bearings; reel ball bearings sealed in grease; positive clutch to provide instantaneous pickup, quiet operation; rubber roller bushings to eliminate roller clatter; simple adjusting system—mower does not have to be turned upside down to adjust. Steel tube handle shaft tips forward and stands upright and out of way when mower is not in use. Sizes 16" and 18"

Dealer Helps: Descriptive handout or mailing folder. Blair Manufacturing Co., Springfield, Mass.

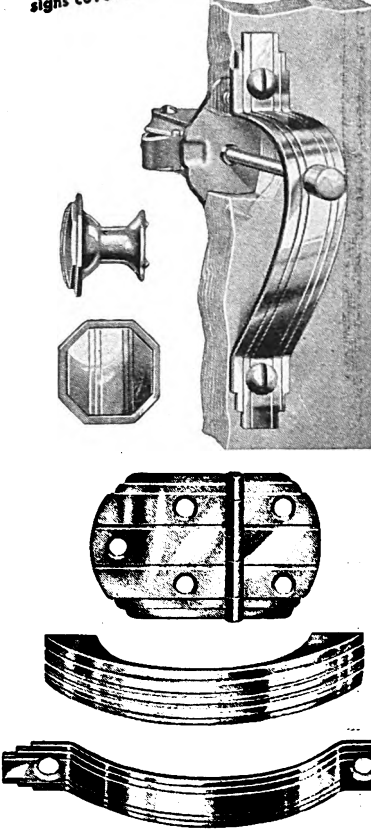
REFER TO HT 1055



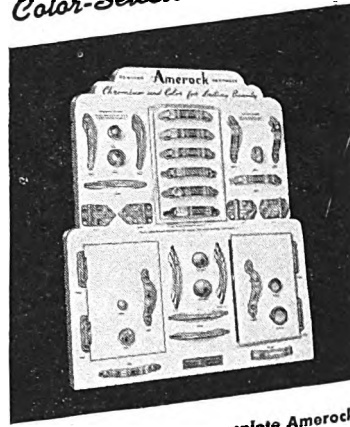
Achievements!

BEAUTY ON A BUDGET

No need to feature inferior hardware for low-cost homes — genuine "Amerock" designs cover the complete price range.



Color-Selector DEMONSTRATOR



Shows and demonstrates complete Amerock Line. Get yours on Free Hardware Plan.

AMEROCK FOR ACTION!

ASK YOUR JOBBER

Copyright 1941

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

ELECTRIC DRILLS REFER TO HT 1050

Just announced is a new line of Electric Grill Stoves in five models, listing from \$19.50 down to \$4.95. Made for use in small apartments, will also find a place in the large-home kitchen, laundry, or recreation room. Knapp-Monarch Co., St. Louis, Mo.

UTILITY RACK REFER TO HT 1051

An attractive, rustproof Utility Rack, which readily finds its place in clothes closets, kitchens and garages, has just made its appearance, to sell at 10 cents. Peerless Novelty Co., Grand Haven, Mich.

VACUUM CLEANER REFER TO HT 1052

A popular, new Model 52 Hand Cleaner is lightweight, yet sturdy, and operated by fingertip switch; "Hi-Power" motor and motor-driven brush are ball-bearing. Premier Division, Electric Vacuum Cleaner Co., Inc., 1734 Ivanhoe Rd., Cleveland, Ohio.

SHOWER CABINET REFER TO HT 1053

A knock-down steel Shower Cabinet, ready for quick installation, is now on the market. Assembled without screws or bolts, and requires only a wrench to make the water connection. Descriptive literature on request. St. Charles Manufacturing Co., St. Charles, Ill.

TEA STRAINER REFER TO HT 1054

Finished in durable chromium plate, the "Hostess" Tea and Coffee Strainer, is drip-proof, and will save its cost to your customers by protecting their linens from stain. Made to sell at \$1.00. Terry's Origin-Ettes, 340 N. Central Ave., Chicago, Ill.

NATIONAL HARDWARE Spring OPEN HOUSE

Will be a success
wherever this "Try
it yourself" kit is
used

- Everyone likes to drill holes with this powerful little SpeedWay No. 69 Drill, and this little display kit provides everything they need to test it out: the Drill, a drill bit and blocks of wood and iron to drill in. Self-contained in an attractive steel case, that opens for display, occupying less than 1 sq. ft. of counter space. This demonstrator kit comes absolutely free (1 to a store) with one No. 69 SpeedWay 1/4-inch drill, list price, \$7.95.

Order your 69DD Display Kit today from your jobber, or write for description of complete line of SpeedWay Homcraft Tools, Turntables, deals, etc.



Speedway Manufacturing Co.
1882 South 52nd Ave Cicero, Illinois

REFER TO HT 1057

WELDWOOD PLASTIC RESIN WATERPROOF GLUE

IT'S TAKING HOLD



Here's Why

WELDWOOD PLASTIC
RESIN GLUE IS

- ✓ WATERPROOF
- ✓ STAIN FREE
- ✓ ROT PROOF
- ✓ TREMENDOUS STRENGTH
- ✓ QUICK ACTING
- ✓ COLD SETTING PLASTIC

Write for full particulars

UNITED STATES PLYWOOD CORP.
616 West 46th St. New York, N. Y.



*DRILL POINTS REFER TO HT 1058

A set of 3 improved Drill Points, packed in a transparent container, to regularly sell at 35 cents per set, can be offered for NHOH at 29 cents. Drill points are mounted on counter card, which has demountable 29-cent price. North Bros. Mfg. Co., Lehigh & American Ave., Philadelphia, Pa.

*ENAMELED WARE REFER TO HT 1059

For NHOH a white Cake Cover is offered, trimmed in red, with red glass knob, tin tray and wire rack. This combination, packed 1/2 dozen in container, is to be retailed for 59 cents. Geuder, Paeschke & Frey Co., Milwaukee, Wis.

*ENAMELED WARE REFER TO HT 1060

An assortment of seven 1/4 dozen each white Enameled Ware, in heavy gauge steel shapes, to sell at \$1.00 or less each, is offered for NHOH, at \$14.00 for complete assortment. United States Stamping Co., Moundsville, W. Va.

*CAN OPENERS REFER TO HT 1061

A special small assortment of Can Openers and a Potato Peeler, packed in a special unit, in right proportion for sale, provides a good margin of profit for the dealer. Vaughan Novelty Mfg. Co., 3211 W. Carol, Chicago, Ill.

*SWEEPER DISPLAY REFER TO HT 1062

For Spring Open House, a free floor display rack, with its special assortment of sweepers, is offered. Assortment includes: 1 No. 700 model; 2 No. 740; 2 No. 911-S, and 1 No. 1100—a complete representative line, priced in step-up brackets. Porter Steel Specialties, Shelbyville, Ind.

*JUICER REFER TO HT 1063

A new plastic Juicer in a choice of four colors will be ready for dealers in time for Spring Open House. A special toppler sign, showing Open House design, is being prepared. These, with advertising mats, are available to dealers without cost. Dazey Churn & Mfg. Co., St. Louis, Mo.

*LUNCH KITS REFER TO HT 1064

Vacuum Bottles and Lunch Kits have been arranged in various assortments for NHOH to give dealer nearly 60% profit on investment. Write for details of Free Goods Assortments No. 30. Aladdin Industries, Inc., 223 W. Jackson Blvd., Chicago, Ill.

*BITS REFER TO HT 1065

Bits that really "bite," in two assortments, are offered as specials for Spring Open House. One set consists of 4, 6, 8 and 10/16's, to retail at \$1.49; the other, of 4, 5, 6, 8, 10 and 12/16's, to retail at \$2.19. Bits are packed in leatherette display cases. Snell Manufacturing Co., Fiskdale, Mass.

*KNIFE SHARPENER REFER TO HT 1066

Special priced for NHOH, at 39 cents instead of 50 cents, regular price, is the feature offering on a household Knife Sharpener. Free counter displays packed with every dozen units. Advertising cuts and mats free. Edlund Company, Burlington, Vt.

*ROLLER SKATES REFER TO HT 1067

To tie in with NHOH, the "Chicago Silent Flash" will be advertised in Liberty, Life and children's publications during March and April. Featuring an assortment of sidewalk roller skates, a special deal is offered for this occasion. Chicago Roller Skate Co., 4459 W. Lake St., Chicago, Ill.

*TABLE PADS REFER TO HT 1068

Two special assortments of "Pro-Tex" Pads at special, reduced prices are offered in connection with NHOH. An attractive two-color counter display card features these Open House specials. Ballonoff Metal Products Co., 5807 Kinsman Road, Cleveland, Ohio.

*LAWN SPRINKLER REFER TO HT 1069

Offered for Spring Open House is the colorful new "Tulip" Sprinkler and an assortment of hose nozzles, packed in a special counter display. H. B. Sherman Mfg. Co., Battle Creek, Mich.

*WORKSHOP DRILL REFER TO HT 1070

In time for Spring Open House, a novel demonstrator kit to stimulate sales of a small home workshop Drill is offered free to hardware stores. Entire display occupies less than a square foot of counter space when set up. Speedway Manufacturing Co., Cicero, Ill.

*SAWS REFER TO HT 1071

A display rack that stands 3 feet high and presents 6 popular priced saws is offered dealers as a merchandiser for Spring Open House. Retail prices are prominently displayed on the rack, and a small pamphlet describing the saws, is available for customers. E. C. Atkins & Co., 402 So. Illinois St., Indianapolis, Ind.

*PILLOW BLOCKS REFER TO HT 1072

A compact steel cabinet with swing cover provides dealers with neat storage and display space for a selected stock of Ahlberg ED Pillow Blocks. A pocket on cover holds a supply of folders, giving all sizes and prices. Write for further details, Ahlberg Bearing Co., 4791 South Whipple St., Chicago, Ill.

*OILSTONE REFER TO HT 1073

The "Multi-Oilstone," featuring 3 stones in one, is packed in a specially constructed wood container, with one quart of Oilstone oil, is offered as an NHOH special, to retail at \$16.00. Behr-Manning, Division of Norton Co., Troy, N. Y.

*HACK SAW BLADES REFER TO HT 1074

For promotion during Spring Open House, dealers are offered a combination consisting of 3 unbreakable, flexible Hack Saw Blades and a "Tiny Tim" metal cutting saw, complete with one blade, a 50-cent value to retail for 29 cents. The four items are mounted on an attractive card for counter or window display. Clemson Bros., Middletown, N. Y.

REFER TO HT 1075

THE ROLL CALL TO EXTRA PROFITS!



R-V-LITE
(VITAPANE)
**DAYLIGHT-CLEAR TRANSPARENT
DURABLE WINDOW MATERIAL**

NEW EXTRA SALES — BIG PROFITS

R-V-Lite creates sales over and over again because customers find so many more uses for it! Dealers everywhere report it's fast becoming the leading seller.

USED WHEREVER GLASS IS USED

in Poultry House Windows, Hot and Cold Beds, Storm Doors, Sun Porches, Factory Windows, etc. Your customers are Guaranteed Satisfaction!

POWERFUL NATIONAL ADVERTISING

helps you sell more R-V-Lite! Sales helps include Window Posters, Counter Displays, Descriptive Circulars and Samples. R-V-Lite comes in 50 foot and 150 foot rolls, 36 inches wide, packed individual carton.

JOBBERS! Some territories still open. Write today. Samples and all facts by return mail!
DEALERS! Write today for money-making proposition and free sample!

ARVEY CORPORATION
Exclusive Manufacturers of **R-V-LITE**
3497 N. KIMBALL AVE. CHICAGO, ILL.

* COOKER REFER TO HT 1076



Prospects: Homes.

Sales Features: Introduction of the new "E-Z" Seal Pressure Cooker has been timed to coincide with NHOH. This new cooker is described as a "radical departure from any pressure cooker ever before developed"—cumbersome lugs, bolts, screws and bands have been eliminated and cooker seals itself by a simple twist of the wrist. Made of stain-resisting aluminum alloy.

Dealer Helps: To tie in with "Open House," specially designed display pieces have been created, printed in the official blue and green colors.

National Pressure Cooker Company, Eau Claire, Wis.

REFER TO HT 1077

Red Devil for QUALITY

No. 024

RED DEVIL PLATED GLASS CUTTERS

New standard handles on all modern-line models—perfect finger rest. Heavily plated—cutters literally glide along the rule. Long-life wheel, hard bronze axle. Pre-greased. Rust proof.

DIAMOND POINT DRIVER

Automatic. Drives points at machine gun speed into hardest wood—from any angle. Holds clip of 100 Diamond points. Makes glazing easy.



DIAMOND POINTS

Made in 1/4" and 1/2" lengths, 100 to a stick. Will not corrode. Can be driven into hardest wood without bending. Best made for sash, frames or mirrors.



TRIANGLE POINTS

Made of pure zinc and zinc coated in 6 sizes. Handy packages of 2 oz. to 1 lb. with free driving tool.



WALL SCRAPERS PUTTY KNIVES WOOD SCRAPERS

Best in performance because they are best in quality.

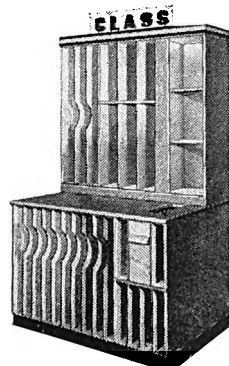


Send for Catalog

LANDON P. SMITH, INC.
IRVINGTON, N. J.



GLASS RACK REFER TO HT 1078



Dealer Help: The "Modern" Glass Rack No. 3236, for handling, displaying and cutting window glass, is designed to take a small but complete stock of glass in sizes up to 30 x 36 in. Has 25 openings for glass, also 3 openings for kindred items, and one drawer to receive broken glass. An opening conveniently located in base ledge permits cuttings to drop in drawer. Substantially constructed. Solid oak ends and base ledge. Finished in Antique Flat Varnish. 7 ft 1-1/2 in. high, and occupies floor space, 50-1/4 x 36-5/8 in. Weight, 440 lbs.
Price: \$59.50 Net.
W. C. Heller & Co., 686 Kerr Avenue, Montpelier, Ohio.

THE BRIEF CASE

VACUUM CLEANERS REFER TO HT 1079
National magazine advertising will be used to feature the 1941 G-E cleaner line—in Look and Woman's Home Companion. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

FUNNEL HOLDER REFER TO HT 1080
A "Safety Stand" Funnel Holder is now offered with the Cory Filter Glass Rod in an attractive package at \$1.00 retail. This funnel holder provides a convenient stand for holding the upper-glass of any glass coffee maker. In each package a coffee measure, with capacity of two tablespoons, is included free. Glass Coffee Brewer Corp., 325 No. Wells St., Chicago, Ill.

BAIT REFER TO HT 1081
A 12-page folder, illustrating the complete line of Quilby Minnows for fly rods, is available to dealers with space for dealer's imprint. William C. Miles, 99 Ralph Ave., White Plains, N. Y.

CAN OPENER REFER TO HT 1082
A cash value certificate is offered to dealers to help pay for local newspaper advertising over dealer's name. This certificate is furnished free with one dozen "Swing-A-Way" Openers. Swing-A-Way Steel Products, Inc., Merchandise Mart, Chicago, Ill.

CLEANSING POWDER REFER TO HT 1083
A special de luxe display kit is offered to "Soilax" dealers free. The lifelike cutout, lithographed in full color, is designed as a self-selling floor display. Display kit also contains large window poster. Economics Laboratory, Inc., St. Paul, Minn.

WASHING MACHINE REFER TO HT 1084
A display piece, in full color, of a cutout figure holding in her arms a model home decorated throughout with washable fabrics, has been developed to dramatize the cleaning costs that can be eliminated through use of washable fabrics in the home. A window display is also available to dealers. Easy Washing Machine Corp., Syracuse, N. Y.

HOT PLATE REFER TO HT 1085
Imprinted with dealer's name, circulars descriptive of the "Magic Maid" Hot Plate, Model No. 843, and electrotypes for newspaper advertising are available. Fitzgerald Manufacturing Co., Torrington, Conn.

CHEESECLOTH REFER TO HT 1086
A new, compact counter display or dispensing unit, in color, holds one dozen packages of either bleached Cheesecloth or the unbleached Utility Cloth, to sell at 10 cents a package. Chicopee Sales Corp., 40 Worth St., New York, N. Y.



BAIT REFER TO HT 1087
"Fishing—What Tackle and When," the 17th annual edition, is now off the press and available to those dealers who are interested. This catalog, printed in lifelike colors, contains 136 pages and cover. South Bend Bait Co., South Bend, Ind.

***BETTER LAWNS REFER TO HT 1088**
A four-page, tabloid-size publication containing informative articles on the problems of developing a lawn, in a special Spring Open House edition, is offered to dealers. F. H. Woodruff & Sons, Inc., Milford, Conn.

DISPLAY FIXTURES REFER TO HT 1089
A new catalog will be published shortly showing new lines of display fixtures, which should prove of interest to hardware dealers. Write to have your name added to list for mailing. Aurora Equipment Co., Aurora, Ill.

SHOP EQUIPMENT REFER TO HT 1090
The 30th Anniversary catalog, containing 72 pages and including complete information on 1941 models of Atlas Lathes, Drill Presses, Arbor Presses and Shapers, is now available. Atlas Press Co., Dept. 7, Kalamazoo, Mich.

WIRE FENCE REFER TO HT 1091
Containing 40 pages and cover, Catalog C-40 shows in detail the various "Red Tag" Lawn Fence, Screen Cloth, Gates, Hardware Cloth, Wire Baskets and Wire Mats. Copies are available to recognized hardware dealers. Cyclone Fence Co., Waukegan, Ill.

SHEET METAL REFER TO HT 1092
"The Care and Use of Sheet Metal on the Farm" is the title of one of the new series of informative bulletins now being distributed, illustrating the many uses of sheet metal and presenting common-sense rules covering its care. Copies are available to dealers. American Rolling Mill Co., Middletown, Ohio.

WATER HEATERS REFER TO HT 1093
A new line of Automatic Storage Heaters are fully described in Catalog G-42 just off the press. Complete illustrations, cut-away views, specifications, construction features and other catalog data, is included. The Duro Company, Dayton, Ohio.

BAIT REFER TO HT 1094
The new 1941 catalog, with a title "How to Catch More Fish," contains 48 pages and should prove of real interest to fishing tackle buyers. James Heddon's Sons, Dowagiac, Mich.

ELECRIC FANS REFER TO HT 1095
A colorful catalog, containing 26 pages in color, describes the complete Emerson line of Electric Fans for 1941. A copy of the catalog will be mailed to dealers on request. Emerson Electric Mfg. Co., St. Louis, Mo.

LAWN SPRINKLERS REFER TO HT 1096
The 1941 Catalog of Lawn Sprinkling Equipment and Air Conditioning Nozzles contains several new items added to the Ross line for this season. Ross Sprinkler Co., 34 Roberts St., Pasadena, Calif.

REFER TO HT 1097

A NEW LOW-PRICED BARREL PUMP

With Extraordinary Features

Rigid outlet spout . . .
3/4" hose thread connection on spout.

Heavy "hex" at top and bottom of pump cylinder for easy tightening with wrench.

Rigid one-piece cast handle equipped with locking device.

Pump cylinder of steel . . . one-piece construction . . . nothing to get out of order.

Telescopic suction tube is equipped with 1 1/2" and 2" bung attachments. If pump is used on a 3/4" bung opening, a flexible suction tubing is furnished.

Produces Definite Savings in Time—Effort—Liquid

Delivers One Pint Per Stroke
Eight Gallons Per Minute

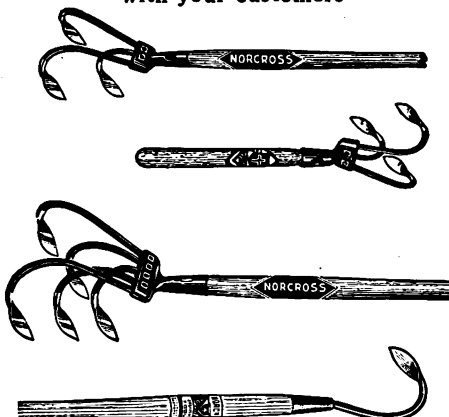
Write For Descriptive Folder

THE CLEVELAND BRASS CO.
4679 Hamilton Ave. Cleveland, Ohio.

REFER TO HT 1098

NORCROSS GARDEN AND LAWN TOOLS

MOST COMPLETE LINE
of Hand Cultivators
at prices that will "click"
with your customers



1, 3 or 5 prongs, with 4 foot Northern White Ash handles. Also MIDGETS . . . 1 or 3 prongs with 10-inch handles. The choice of millions of home gardeners for 50 years.

Ask Your Independent Jobber
C. S. NORCROSS & SONS
BUSHNELL ILLINOIS

REFER TO HT 1099

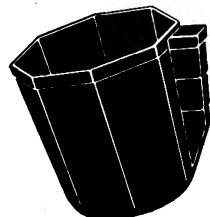
OPEN HOUSE SPECIAL!

Beautiful CORY COFFEE BREWER

Brews delicious coffee (or tea) every time, untouched by metal. 11 patented and exclusive features. Complete equipment includes: Funnel Holder, hinged Decanter Cover, Coffee Measure, CORY Glass Filter Rod. All CORY Electric Stoves are 2-heat.

\$5⁹⁵

SAME MODEL FOR
KITCHEN RANGE \$3⁴⁵



**Free Souvenir For
Your Open House**
Liberal supply given with
Cory Assortment

Every woman wants this black bakelite cup. Capacity 2 tablespoons (½ oz.) dry measure — 1¼ oz. liquid measure. Handy for other things besides accurately measuring coffee.
ASK YOUR JOBBER QUICK about how you get a FREE supply of these dandy measuring cups. This is hot! Will bring in crowds for your Open House.

GLASS COFFEE BREWER CORP.

325 No. Wells St.

Chicago, Ill.

REFER TO HT 1100

YOUR CUSTOMERS Want MILORGANITE FERTILIZER

Whether they know it or not... people who take pride in their lawns, flower beds, trees, shrubs and gardens... WANT Milorganite. Because here is a remarkably efficient fertilizer that is **SAFE** for anyone to use... easy to apply, long-lasting in effect, non-burning, and exceptionally **CLEAN** and **ECONOMICAL**.



Conveniently packed in sift-proof bags... 25, 50 and 100 lbs. Write for descriptive literature and name of the nearest Milorganite Distributor.

THE SEWERAGE COMMISSION
Dept. E-3, Milwaukee, Wis.

**LONG LASTING
NON-BURNING
EASILY APPLIED**

HANDLING CUSTOMERS

FINDING WORDS THAT SELL BETTER THAN OTHERS

"Don't sell the steak; sell the sizzle."

—Elmer Wheeler

"One person sells 50 cents' worth, another a dollar's worth. What's the difference between them?"

—J. G. Chapline

WHAT TO TALK ABOUT

International relations and the future of aviation are, of course, important topics for talk. But the average person would rather talk about the cute sayings of his children, the record of the local ball team, how he manages to grow such vigorous flowers, and how nice it is to have a front porch that gets the shade in the afternoon.

It is so easy to find things to talk about; unfortunately however, some salespeople overlook shifting the conversation from shady porch to air conditioning. In 603 retail sales recorded, the salespeople open the conversation in only 483 instances.

But it is not enough just to open the conversation and to keep it running along at a fast clip. For one thing, do not talk at or to the customer—talk **WITH** him. Knowing what people in general like to talk about, the salesman knows what to talk about to be interesting, and how to frame his sales presentation so it will be in terms which interest the customer.

PROVING IT BY "CASES"

Stories of how So-and-So... (mentioning the name clearly)... uses the product or likes it, are more effective than vague general claims.

To say that the product wears well is nice enough, but the sale is not really starting until the customer is told how the eccentric Mrs. Jones let the motor run day and night for a month to see if it would wear out, or how Mrs. Smith on the other street just bought another item—not to use herself but as a wedding gift for a friend because "it just never seems to wear out."

Each point should be backed up with a little story—an actual story—preferably one about people the customer knows and can inquire of if he is the least bit skeptical.

When you do that, you are talking **WITH** the customer—not **AT** him. You have found a common ground for mutually profitable discussion.

CHATTING

The common weakness of salespeople is that of talking about too many things that have no bearing on the customer's decision. The salesman may imagine he is building good will for himself or for the institution. But he is really dissipating the time of the customer and of the firm. When the story is told—with as few interruptions as tact allows—and the order is obtained, then is the time to indulge in small talk and impress your personality on the customer.

BETTER SELLING WORDS

There are nearly half a million words in the dictionary. They are all good words for expressing different ideas, but there are some that salespeople should avoid like the plague.

Negative words and words conveying **DOUBT** should be entirely avoided.

EIGHT-PAGE BOOKLET

Write Reader Service Department for free eight-page booklet "HANDLING CUSTOMERS"; covering... The Silent Customer... The Chattering Customer... Better Selling Words... Avoid Implying Doubt... Being More Definite... Words that Irritate Customers... Some Words Start Arguments.

REFER TO HT 1101

CASH IN

ON THE

NEW JACOBSEN SALES FRANCHISE—LETS YOU SELL THE FULL LINE OF JACOBSEN POWER MOWERS TO YOUR CITY PARK DEPARTMENT, CEMETERIES, SCHOOLS, GOLF COURSES AND INSTITUTIONS, WITH THE CO-OPERATION OF JACOBSEN FACTORY REPRESENTATIVES AND DISTRIBUTORS WHO ASSIST YOU WITH DEMONSTRATIONS AND SERVICE!

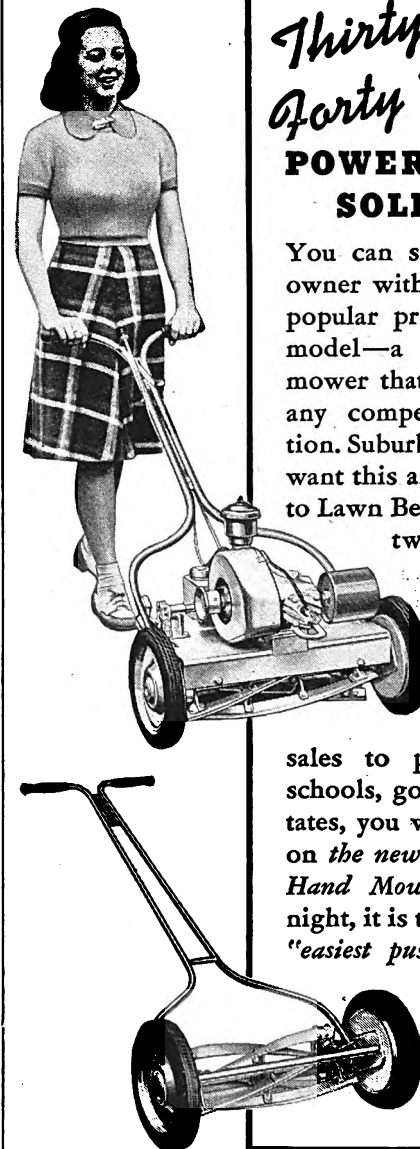
*Thirty to
Forty Thousand*

POWER MOWERS SOLD IN 1940

You can sell many a home owner with a large lawn the popular priced Lawn Queen model—a 20" heavy duty mower that can "take it" on any competitive demonstration. Suburbanites everywhere want this amazingly easy way to Lawn Beauty. You can sell twenty-five to fifty Lawn Queens in a single season.

Hand in hand
with Jacobsen
Power Mower

sales to parks, cemeteries, schools, golf courses, and estates, you will find easy sales on the new Jacobsen All Steel Hand Mower. Silent as the night, it is the "smoothest" and "easiest pushing" mower on wheels. You will win many friends with this new super mower.



A Jacobsen factory representative awaits your call to show you profit possibilities you never believed possible. Write us today.

JACOBSEN MANUFACTURING COMPANY
770 WASHINGTON AVE., RACINE, WIS.

JACOBSEN POWER
LAWN
MOWERS

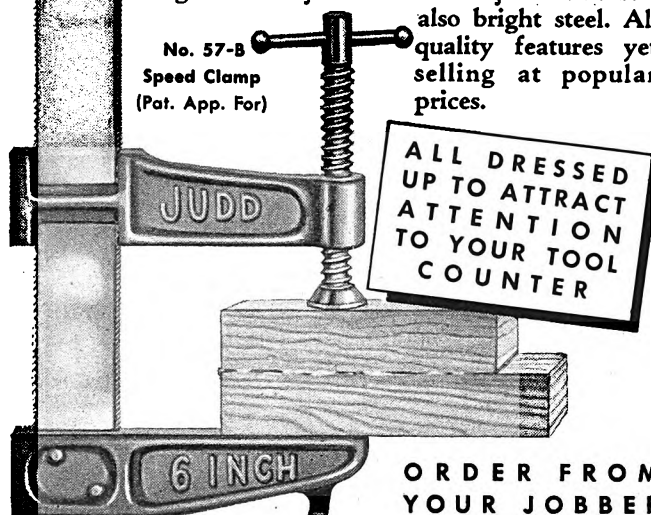
REFER TO HT 1111

DESIGNED FOR IMPORTANT CUSTOMERS OF YOURS

Home Craftsmen . . . Hobbyists
Repairmen . . .

A powerful speed clamp with hefty jaws opening to 6" maximum. Jaws of heavy cast metal all dressed up in red enamel. Knurled edge bright steel adjustment bar. Adjustment screw also bright steel. All quality features yet selling at popular prices.

No. 57-B
Speed Clamp
(Pat. App. For)



ORDER FROM
YOUR JOBBER

JUDD H. L. JUDD COMPANY
INCORPORATED
WALLINGFORD, CONNECTICUT
NEW YORK CITY OFFICES AND SALESROOM
87 CHAMBERS STREET

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HACK SAW BLADES

REFER TO HT 1113



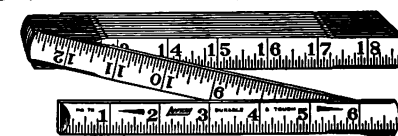
Dealer Helps: This attractive display No. CF, in red and gold, for dispensing "Flexloxy" Hack Saw Blades is furnished free to dealers with the following assortment: 1 doz. 10" — 18-tooth; 2 doz. 10" — 24-tooth; 1 doz. 10" — 32-tooth; 1 doz. 12" — 18-tooth; 1 doz. 12" — 24-tooth. "Flexloxy" blades are made from molybdenum alloy, hardened throughout yet tough — flexible — teeth will not strip. Unbreakable in hack saw frame, according to manufacturer. Consumer literature available. **Total List Price:** \$5.33, to retail at 8c each for 10" blade, 10c each 12"; dealer's cost \$2.84.

Suppliers: Wholesalers.

The Capewell Mfg. Co., Dept. HTD, Hartford, Conn.

EXTENSION RULE

REFER TO HT 1114



Prospects: Carpenters, mechanics, home owners, etc. **Description:** This new No. 76 Rule is a standard pattern 6-foot spring joint rule, graduated inches to 16ths, in 6-inch sections of durable and tough hardwood with brass-plated points. Has clear and prominent black markings and figures easy to read, in natural wood, with a hard, gloss finish. Also available is No. 76F, the same rule with inside or flat markings.

The Lufkin Rule Co., Saginaw, Mich.

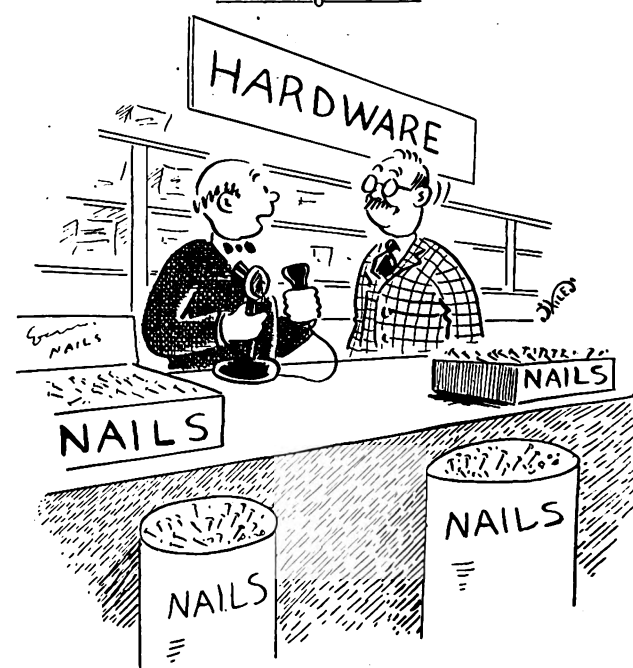
ELECTRIC SPRAYER

REFER TO HT 1112



Dealer Helps: A colorful display, offered free of charge to dealers, features at a new low price of \$18.25 Speedy Sprayer Outfit No. 890, without motor. The display holds the 1/4 h. p. compressor, hose, gun, and motor. If dealer does not stock the motors, a cardboard model of an electric motor is supplied to complete the display. Gun is held to display board with a strong clip, and can be removed and handled by the prospective customer. Additional supplementary cards for use in window and on counter also available.

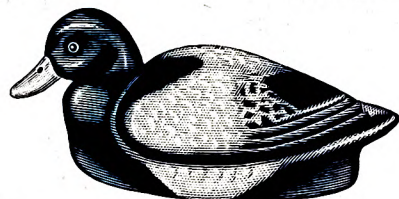
W. R. Brown Corp., 5720 W. Armitage Ave., Chicago, Ill.



"HE SAYS, 'DO YOU BITE YOUR NAILS?' AND LAUGHS AND HANGS UP!"

DUCK DECOY

REFER TO HT 1115



Prospects: Sportsmen.

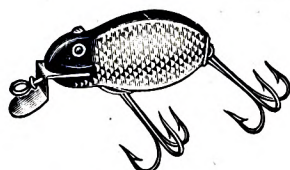
Description: The new hollow-molded "Carry-Lite" Decoys are light in weight (three-quarters of a pound) and need no weights for balance. They cannot tip or list, according to manufacturer; contain no "stuffing"; are sinkproof; right themselves when tossed into water and are waterproof. Made slightly over-size for greater visibility, and finished in natural duck colors to simulate mallards, canvas-backs, blue-bills and pin-tails—both drakes and hens.

List Price: \$9.75 per doz.

Pulp Reproduction Co., 2603 N. 30th St., Milwaukee, Wis.

BAIT

REFER TO HT 1116



Description: The new Creek Chub "Tiny Tim" is a very small, fast-wiggling, deep-running lure, with a peculiar shape somewhat like natural water insects. Claimed to be excellent lure for hot weather when fish are lying in deeper water — particularly adaptable for Bass and Wall-Eye Pike. Available in nine vari-colored finishes. Length 1 3/4"; weight 1/2 oz.

Suggested Retail Price: 75c.

Suppliers: Wholesalers.

Creek Chub Bait Co., Dept. X, Garrett, Ind.

PUTTY KNIFE

REFER TO HT 1117



Description: As the "Presto" Putty Knife is drawn along the window-sash with one hand, it packs the putty perfectly, spreads it smooth, and picks up excess putty from the window glass and window frame at the same time. Finished in deep red baked enamel.

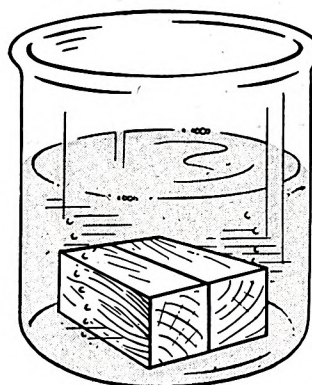
Dealer Helps: One dozen putty knives mounted on a yellow and blue (self-filling) counter display (shown above).

Suggested Retail Price: 10c ea.

Metal Specialties Manufacturing Company, 3200 Carroll Ave., Chicago, Ill.

A FAMOUS NAME PRESENTS A THOROUGHLY TESTED, 100% EFFECTIVE *plastic resin* WATERPROOF GLUE!

HERE'S PROOF THAT IT IS Absolutely WATERPROOF!



We made this test. Two blocks of wood were glued together with LePage's new plastic resin glue. Months later the same two blocks were taken out of the water and carefully examined. During all the time they had been under water there had been no separating of the blocks, no weakening of the glue. LePage's held and proved conclusively that it was absolutely waterproof.

● Months were spent in laboratory testing and research. Experiment after experiment was made. And then . . . success! LePage's plastic resin glue finally was perfected. A *quality* glue . . . a waterproof glue that would mix easily and last indefinitely. LePage's new glue is thoroughly effective as a fusing agent for wood joints that need one-piece permanency. It is *certain* to be popular with your customers . . . and there is *no limit* to the number of craftsmen who can use it. Mechanics, hobbyists, industrial arts students and instructors, manufacturers and householders. You can make sales everywhere and there's a better than average profit on every sale!



These Outstanding Advantages



QUICK MIXING . . . with cold water! No trouble to prepare. Just add the required amount of water. The powder mixes into a smooth, workable liquid.



READY TO USE IN 30 SECONDS. No waiting around before you apply the glue. It is ready to use as soon as mixed—joints may be worked lightly after 4 hours drying. Completely waterproof in a week.



LASTING STRENGTH. Holds for years—with the Glue stronger than the joints it holds. Rain or sun have little or no effect upon it.

LEPAGE'S *plastic resin* WATERPROOF GLUE

4 CONSUMER SIZES . . . Self-Selling, Smartly Packaged



10¢



25¢



50¢



85¢

plus

strong consumer advertising that will bring customers into your store, window streamers, a novel "outsert" booklet on top of each tin that shows its many uses.

Also 5 and 10 pound cans
25, 50 and 100 pound kegs

MAIL TODAY

MAIL TODAY!

LePage's, Inc., Gloucester, Mass.

Gentlemen: Please send me full information about your new plastic resin *waterproof* glue and its exceptional profit possibilities.

Name

Address

City State

HARDWARE *Today*

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
 Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
 Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
 . . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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W. H. Kerr James R. Wright
 3000 Prospect Ave., Cleveland 915 Olive St., St. Louis, Mo.
 Phone: Henderson 9600

Murray Bothwell Maurice Wolff
 1031 S. Broadway, Los Angeles 506 Essex Bldg., Minneapolis
 Phone: Prospect 4383 Phone: Bridgeport 4231

VOL. 2

NO. 4

APRIL, 1941

Distribution This Issue—30,457 Copies

MEMBER 

Hardware Today is distributed free every month to a select list of hardware dealers and the buying and sales executives of hardware wholesalers.
 Subscription Price (to other than selected readers) \$2.00 per year, 20 cents per copy.

Copyright 1941 by National Research Bureau, Inc., Chicago

SPRING OPEN HOUSE

This is the last call for action before you throw your doors open on May first with a welcome for your visitors.

Are you ready?

National Hardware Spring Open House, May 1 to 10, will be an event in nearly every city and town in the country.

Will it be an event for you?

Have you completed your plans?

NHOH should mean more than just putting up the contents of a display kit; it should mean a gala event, a joyous affair!

Store fronts, windows and interiors should be properly decorated.

American flags should be displayed and lots of bunting used.

NHOH was developed primarily as a means of adding store traffic, therefore, do not keep NHOH as your personal secret.

The more people you get into your store—the more merchandise you will show and sell.

Let your store sparkle—your windows entice—display flowers in conspicuous places—let your NHOH specials be featured in dominant positions—see that your employees look their part—and when the big day arrives, let everyone be decorated with buttons, ribbons, and smiles, and everything connected with your establishment spic and span—all together, shouting a REAL WELCOME!

CASH IN ON THE BUSINESS
This big ad campaign is building!

There's a new story in it

... you're in it

... and it's sending customers in for

Modern **PERFECTION** Oil Ranges!

DON'T MISS OUT on the business that's coming *your* way! For *you* are in Perfection's big, four-way campaign that's ringing the bell in newspapers—magazines—radio and posters!

Every ad—on every front—is telling the *new* story on modern Perfection Oil Ranges. Every ad *also* features the Perfection Dealer . . . sends customers *in* to *him*.

Proof is already in. Surveys by Perfection salesmen across the country showed the big potential demand for modern Perfection Oil Ranges. Dealers are tying in with local advertising—demonstrations and displays. And—aggressive

Dealers who are taking Perfections out on their trucks to demonstrate to customers, are coming back in with *empty* trucks! For Perfections are *modern throughout* . . . High Power Burners . . . clean, fast heat . . . modern beauty . . . modern conveniences!

And remember, Perfection offers you greater *bankable* profit. The more you sell, the more money you make—money that doesn't dribble away in service complaints.

Get the facts—and get ready now to cash in on one of the most promising business years to date! Write The Perfection Stove Company for information, catalogs and prices.



PERFECTION STOVE COMPANY • 7297-A Platt Ave., Cleveland, Ohio

The Mark of Quality

• OIL STOVES AND RANGES • OIL BURNING WATER HEATERS • OIL BURNING REFRIGERATORS



*"I'm through being
cooked with
the Dinner!"*



"BY THE TIME a meal is cooked on that blazing-hot old stove of ours, I am too! And I'm sick of the bother of dirt and soot and ashes! So the other day I just got



"WE'RE NOT RICH, but we're not so poor that I can't enjoy clean, modern cooking. So I talked to Bob, and he agreed to go to the Perfection dealer's next day and see the big improvements they've made in these modern ranges."



"WAS I AMAZED, to see how Perfection Oil Ranges have improved! Why they're now every bit as clean and easy to control as gas and electricity—there's none of the odor so many oil stoves used to have!"



"AND FAST! Why, you get instant high heat the moment you turn on the burner! With all their economy, these modern Perfection Oil Ranges are just as fast as gas—and faster than electricity!"



"ISN'T IT WONDERFUL! My new Perfection is just as modern as any range in a city skyscraper... with an automatic time clock and an oven that will stay at just the temperature I set it! Yet my Perfection oil cooking costs less than 40c a week—and that's a big saving compared with those two other city fuels!"

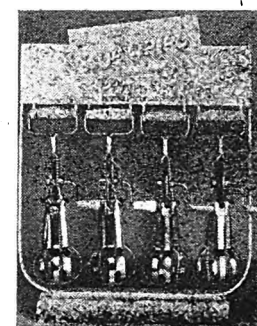
DISCOVER THE DIFFERENCE IN MODERN
PERFECTION
Oil **RANGES**
LOW PRICES

EASY TERMS
The Mark of Quality
BEAUTIFUL 24-PAGE BOOK, FREE! This grand new book, "Better Cooking with Less Work" is in full color and shows all the beautiful new Perfection models. Send the coupon today for your copy!

PERFECTION STOVE COMPANY
7272-C Platt Ave. • Cleveland, O.
Please send me, free, the new, 24-page book "Better Cooking with Less Work." ☐
Also booklet on Superflex Oil Burning Refrigerators. ☐
Name _____
St. or R.F.D. _____ Post Office _____
County _____ State _____

BEATERS

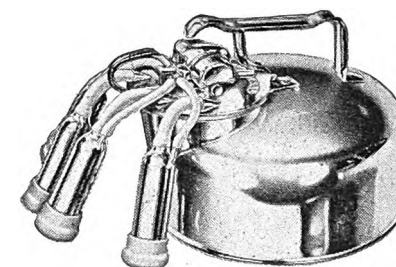
REFER TO HT 1120



Dealer Help: This new metal display rack holds four "Blue Whirl" or "Super Whirl" Beaters with different colored plastic handles. Display rack is 17-3/4" high x 15-1/4" wide and lends itself to self-service. Brand name sign on top of display is interchangeable. Turner & Seymour Mfg. Co., Lawton St., Torrington, Conn.

MILKER

REFER TO HT 1121



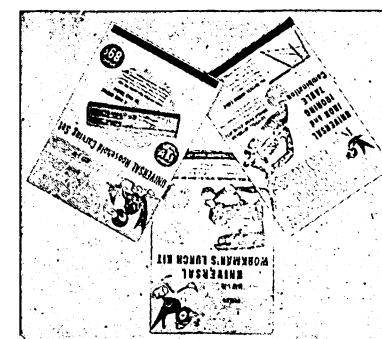
Prospects: Dairymen and farmers.

Sales Features: This new short-tube milker is designed to milk cleanly and rapidly with only 10 inches of vacuum. An important feature is its alternating action, milking alternately from the right and left side of the udder. Equipped with a stainless steel pail. Full information on request.

Universal Milking Machine Co., Waukesha, Wis.

★ CARVING SET

REFER TO HT 1122



Dealer Helps: Attractive, lithographed red, white and black counter, table and window displays are offered with these "Universal" Open House specials: Workman's Lunch Kit, regular value \$1.69, special price \$1.39—Household Carving Set, regular \$1.50 value, special 89c—Iron and Ironing Table Combination, \$9.95 value for \$7.95. These displays feature the Open House bird theme and are free to dealers. Other sales aids include ready-to-print newspaper ads, electros and envelope enclosures.

Suppliers: Wholesalers.

Landers, Frary & Clark, New Britain, Conn.

The above is one of eight advertisements appearing in national magazines)

REFER TO HT 1123

NEW PAINE BRAIDED FIBER Woodcrew Anchor



Fig. 955

11 different diameters to fit wood screws from No. 5 to 1/2" lag in all popular lengths.

DOES A BETTER FASTENING JOB In Fragile Material

Because:

1. The braided construction assures greater holding strength and uniform expansion under screw pressure without tearing.
2. It's chemically treated to withstand temperature changes and to protect against moisture.
3. It can be cut to the exact size needed with a pair of pliers without fracturing the material.
4. It's easily and quickly installed without a setting tool.
5. It's equally effective in lath and plaster, marble, tile, slate and fragile composition materials in new installations and in bushing existing screw holes.

Fragile walls are easily damaged and costly to repair. Protect your customers against this risk by recommending PAINE Braided Fiber Woodcrew Anchors. Ask your Jobber TODAY and write for Free sample and circular in colors.

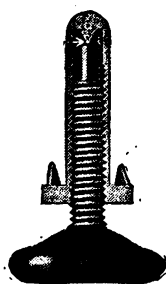
THE PAINE CO.

2947 Carroll Avenue, Chicago, Ill.
New York Warehouse & Sales: 48 Warren St.



FURNITURE GLIDES

REFER TO HT 1124



Description: "Scrujak" Adjustable Furniture Glides are designed to provide instant steadiness, support and protection to all types of furniture and household appliances. Has a 1 1/2" Bakelite base of mahogany color; bottom face is solid, flat and smooth to eliminate marring or denting of floor. All parts made of rustproof material or are heavily cadmium-plated. Top of socket is closed to prevent any borings from getting in the threads and jamming; a conical stop at top prevents stem from being screwed into shallow threads, and thus sticking. Strong, well-spaced teeth provide dependable anchorage. Easily installed in the standard caster or glide hole. Various models for metal, wooden or tubular legs, as well as for factory installation, available. No. HMBGA-E for wooden legs shown above.

Dealer Helps: Display box, demonstrator leg, and folders. **Package and Shipping Weight:** 4 in display box, 1/2 lb. **Suggested Retail Price:** No. HMBGA-E, \$1.00 per set of 4.

Adjustable Caster Co., 1415 Walnut St., Philadelphia, Pa.

The TREND OF BUSINESS Today

The highest employment level ever reached—that's the situation today. Civil non-agricultural employment (not counting any governmental employees) in January was estimated by the Department of Labor at 36,343,000—an increase of 1,868,000 over January of last year, and a jump of 1,100,000 over January, 1929.

SPREADING PAYROLLS: Today the spreading payrolls from defense industries have increased the American family's buying power to new recovery heights. The household of the average urban worker has seen its monthly income soar about \$7 in the last six months.

FACTORY EMPLOYEES throughout the nation are now getting nearly a quarter of a billion dollars in their pay envelopes each week—a new record high, well above 1929 and 1937 peaks.

A NEW HIGH: In the machine tool industry a new high of 96.8 per cent of capacity was reached in December as compared with 93.3 per cent of capacity in December 1939.

LIVING COSTS rose one tenth of 1 per cent between mid-January and mid-February to 100.8 per cent of average costs in 1935-39.

RETAIL TRADE last month remained at the highest level for the season in eleven years. Industrial production, still breaking all previous records, was again exceeded by the volume of new business booked. Although fewer buyers were in attendance in wholesale markets than in preceding weeks, the flow of orders continued heavy. Some retailers who had until a few months ago favored hand-to-mouth buying were said now to be covering on some staples through the year-end, says *Dun & Bradstreet's Review*.

HOME CONSTRUCTION: Latest FHA figures for January on new home construction show an increase of 68 per cent over the same period a year ago.

According to *F. W. Dodge* figures for the first half of February, residential building in 37 states amounted to \$61,625,000, as compared to \$36,301,000 for the same period in 1940. This also showed a substantial gain over residential building for the first fifteen days of January, 1941, which amounted to \$50,286,000.

HOME MODERNIZATION: Probably the biggest development in home modernization has been the rapid growth of Rural Electrification. More than a thousand farms a day were being hooked up to electricity last summer—one every thirty seconds. **MORE THAN 300,000 FARMS WILL BE ELECTRIFIED IN 1941!**

FARM INCOME: Published figures of farm income covering marketing of farm products and government payments show that at least \$2,000,000,000 from sources other than selling of ordinary products goes annually to people living on farms. With the thousands of farm boys going to army camps and to factory jobs in cities, the amount of money that farm families receive from sources other than farming will go up. Every community in every state will be affected.

FLUORESCENT LAMPS: For 1940 the sales of fluorescent lamps reached a total of about 7,000,000 units. Approximately 2,000,000 units were sold in 1939 and only about 250,000 in 1938. It is estimated that 1941 will see more than 20,000,000 fluorescent lamps sold to factories, stores, office buildings and residential users.

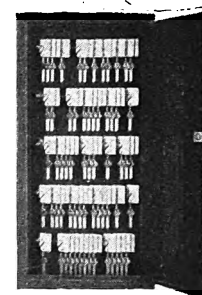
The enormous demand has made possible manufacturing economies with the result that the prices of these new lamps have been reduced again and again until today the average list price is only about 65 per cent that of two years ago.

A large percentage of home owners will immediately buy complete home light conditioning if it is presented to them as a unit instead of in dribbles.

(Price changes on page 7)

KEY CABINET

REFER TO HT 1125



Dealer Help: The "Cado" KeRak Cabinet No. 100 will hold 100 keys. Steel cabinet is handsomely finished in olive green. Complete with 100 KeTags and Snap Hooks. Size: 30"x15"x3". Lock and two keys furnished.

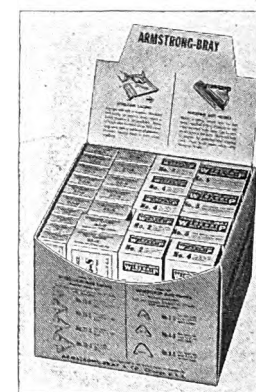
Price: \$13.50

Suppliers: Wholesalers.

Cushman & Denison Mfg. Co., 133 West 23rd St., New York, N. Y.

★ BELT LACING

REFER TO HT 1126



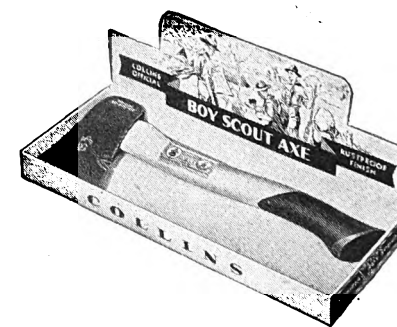
Dealer Helps: In time for Open House, this compact display container, now available, will furnish dealer with a representative stock of both the popular types of "Steelgrip" Flexible Belt Lacing and "Wiregrip" Belt Hooks. Display carton contains 17 handy packages of lacing and 9 handy packages of belt hooks.

Dealers' Cost: \$6.33.

Armstrong-Bray & Co., 304 N. Loomis St., Chicago, Ill.

SCOUT AXE

REFER TO HT 1127



Dealer Helps: The Collins Official Boy Scout Axe is now being packaged in an attractive container for window and counter display. The box, printed in green on white stock, holds a single axe. Die-cut top shows three Boy Scouts starting a camp fire.

The Collins Company, Collinsville, Conn.

PRICE CHANGES

Price advances in the hardware industry, since the war defense program was first announced, have been numerous in recent weeks.

Producers of hardware face higher costs of materials. Higher labor cost and higher cost of doing business will be general.

Wholesalers generally are advising retailers to base their selling prices on current replacement costs, subject of course to local conditions.

ASH AND GARBAGE CANS—Additional makers advise of 5 per cent price advance.

FLASHLIGHT BATTERIES—Advances of about 5 per cent have been made on some flashlight batteries.

BICYCLES, SPORTS SUPPLIES—Manufacturers of bicycles have advanced prices, ranging from 25 to 50 cents each.

BRASS WIRE GOODS—Some makers have again increased prices, about 7 per cent, on bright and brass wire goods.

CARPET SWEEPERS—Bissell Carpet Sweeper Co., announces prices will be unchanged for at least the first six months of 1941. Resale prices are established under the Fair Trade Laws.

COAL HEATERS—Various manufacturers report price advances ranging from 5 to 10 per cent.

ELECTRIC APPLIANCES—One maker reports advances of 10 to 20 per cent on electric toasters, waffle irons, heating pads, hot plates and fans.

ELECTRIC FANS—Recent quotations on electric fans showed advances averaging about 5 per cent over last season's figures.

ELECTRIC REFRIGERATORS—Several makers report a list price increase of \$5.00 on each model throughout their lines.

FIREPLACE FIXTURES—Leading makers recently instituted a 5 per cent advance.

HARDWARE CLOTH—Deliveries are becoming an increasing problem. Some makers have withdrawn all prices and higher prices are expected.

PAINT BRUSHES—As of March 1 one of the larger manufacturers of paint brushes withdrew prices.

SCREEN DOORS—One maker reports advances of 5 to 7 per cent on screen doors, combination doors and window screens.

SPONGES—Advances ranging from 25 to 33½ per cent have been made on this scarce article.

STEEL WOOL—Leading manufacturers announced an advance of one cent per pound on all sizes.

STOVEPIPE, ELBOWS—Increases averaging 50 cents per 100 joints, over prices a year ago. Most makers are confining delivery to the second quarter.

STOVEPIPE DAMPERS—Slight advances have been made on this item by one maker.

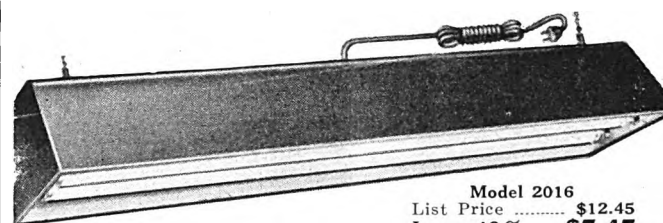
TWINE, HARD FIBER—A reduction of one cent per pound has been announced.

VISES—Sharp increases are reported in the prices of blacksmiths' and machinists' vises, ranging from 10 to 20 per cent.

WASHERS—Cast and steel washers have been advanced about 25 cents per 100 pounds, over 1940 prices.

FLUORESCENT LIGHTING Can Be Your BIGGEST SOURCE of SUMMER PROFITS

Cash in on Fluorescent Lighting—your BIG profit opportunity for SPRING and SUMMER. Hundreds of stores, offices and homes now eager for this new COOL light—No hot bulb—no glare—no shadows. Cuts light bills in HALF and gives better light, scientifically identical to natural daylight—easier on eyes. Indispensable in ice cream parlors, restaurants and kitchens, where COOL temperatures are needed. Your town is full of prospects—factories, mills, laundries, warehouses, billiard parlors, bowling alleys, dance halls, retail stores, schools, public buildings, theatres, garages, etc. INSTALL a few fixtures in YOUR STORE—cut your own light bills—and use them as "demonstrators" to SELL fluorescent lighting to your customers.



ALL PURPOSE INDUSTRIAL UNIT

Here is a scientifically designed and carefully engineered Fluorescent unit which is instantly and readily adaptable for hundreds of commercial and industrial uses. Amazingly economical to operate because it uses only two T-12, 20 watt Fluorescent tubes. Floods of cool, efficient light of daylight quality are produced like magic. Just hang it up! Plug it in! Equipped with latest Underwriters' Approved ballasts and FS-2 replaceable starters. Quality construction throughout. Exterior finish of durable and attractive English Bronze. Heat treated aluminum finish reflector provides even light distribution. For use with TWO 24", 20 watt Fluorescent tubes. Operates on 110-120 Volt-60 cycle alternating current only. Complete with hanging chains and 6 ft. rubber covered Approved cord and plug. Dimensions: 24" long, 7¼" wide, 4" high. Price includes a pair of 8 ft. hanging chains.



Ready to hang up and plug in Standard Fluorescent Lighting strips combine the utmost in serviceability with the greatest economy of costs. May be attached anywhere in any position, on walls, on ceilings, etc. Strips can be placed end to end in any number, forming a continuous light and desired length. Equipped with loops for hanging, or may be fastened directly against any flat surface. Silver Hammerloid finish. Underwriters' Laboratory Approved.

Model S-148 Length 49" uses one 40 Watt Tube
Also made in lengths 37", 25" and 19"

Standard Fluorescent Fixtures can be provided for Direct Current Operation. When writing for prices be sure to specify your line voltage.

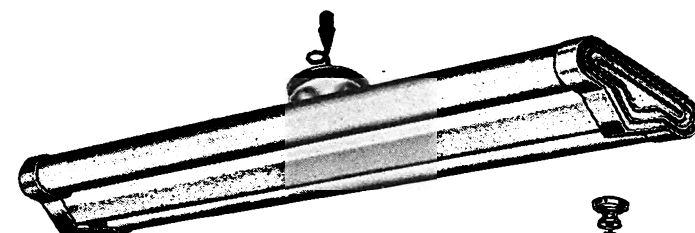
ORDER DIRECT FROM THIS AD

Save ½ on your own light bills and make money on your sales too.

Order today, direct from this ad. Use coupon or your own order forms. Deduct 5 per cent for cash if you remit in full, and we will ship prepaid. Or, if preferred, send \$1.00 deposit on each fixture and we ship C.O.D. for balance, plus shipping cost. The 5 per cent for Cash does not apply on C.O.D. orders.

Write for Descriptive Circular

STANDARD FLUORESCENT CORPORATION
612 N. Michigan Ave., Dept. HT, Chicago, Ill.



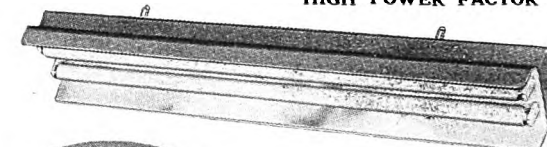
Another Sensation — The Economy Fluorescent Model 2052

RADICALLY NEW DESIGN PROVIDES EVEN UP-AND-DOWN LIGHTING . . . No Shadows on Ceiling Yes, this newly designed Standard Lighting sensation will flood an entire room with cool, high intensity daylight. Smart and modern streamlined design. You can install it in a jiffy in your present fixture holder. Sells to homes for use in kitchen, also to restaurants, stores, offices for general lighting. No installation. Uses two T-12, 20-watt, 24" fluorescent tubes. Equipped with fitters for quick attachment to any standard 4" or 6" holder. Reflector is finished in durable high gloss white enamel. Quality built throughout with Underwriters' Approved ballasts and easily accessible Type FS-2 starters.



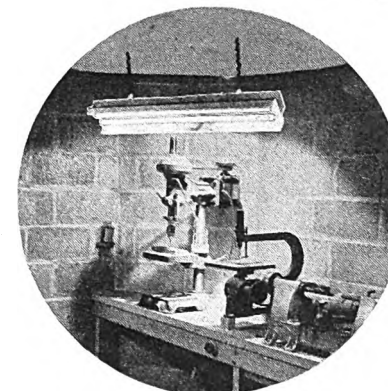
List Price \$11.07
Less 40% \$6.64
Two 20 Watt Tubes 1.88
Total \$8.52
Less 5% for Cash42
Your Net Cost \$8.10

LOWEST PRICED INDUSTRIAL UNIT HIGH POWER FACTOR



Model T248-I
List price \$17.95
Less 40% \$10.77
Two 40 Watt Tubes .. 2.38
Total \$13.15
Less 5% for Cash65

Your Cost \$12.50
Ideal for illuminating Machinery and Work Benches in Factories, Home Workshops, Printing Plants, Garages, Warehouses, Laundries, etc. Made of heavy gauge steel. White baked enamel reflector. Outside finished in Silver hammerloid. Completely wired, ready to install. High Power Factor. Underwriter Laboratory Approved. Fitted with loops to hang from ceiling chains.



STANDARD FLUORESCENT CORPORATION
612 N. Michigan Ave., Dept. HT, Chicago, Ill. Date.....
Please rush Fluorescent fixtures checked below:

How Many	Model No.	Length	Complete with Tubes	Amount
.....	2052	24"	\$8.52 EACH
.....	2016	24"	9.35 EACH
.....	T248-I	49"	13.15 EACH
.....	S148	49"	9.56 EACH
.....	S136	37"	7.57 EACH
.....	S124	25"	6.25 EACH
.....	S118	19"	5.50 EACH

CHECK HERE

- ☐ I enclose full amount, less 5% for cash. Ship prepaid.
☐ I enclose \$1.00 deposit on each fixture. Ship C.O.D. for balance.

MAIL THIS NOW
Name
Address
City State

REFER TO HT 1129

3 WORDS THAT INSURE A Quick Sale!

EDGES GUARANTEED SPLIT-PROOF

Attached to the handle of each Ingersoll Shovel you stock is a small booklet which explains why we can guarantee these Blade Edges to be "Split-proof". It helps you make a "Quick sale" to a satisfied customer.

Ingersoll Shovel Blades are made from TEM-CROSS Tillage Steel, produced in our own mills. Cross-rolling gives it an interlocking, mesh-grain structure . . . makes it split-proof.

This steel is the same type we roll for America's largest Implement Manufacturers for their Disc Blades to stand tough tillage service.

Write for Catalog and prices. Address
New Castle Plant, Dept. H.T.

INGERSOLL STEEL & DISC DIVISION
BORG-WARNER CORPORATION

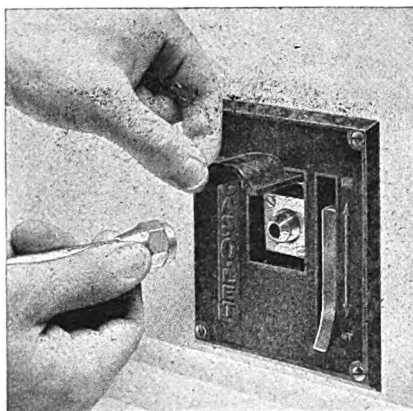
New Castle, Indiana

Plants: New Castle, Ind.; Chicago, Ill.; Kalamazoo, Mich.

INGERSOLL SHOVELS "A Borg-Warner Product"

GAS OUTLET BOX

REFER TO HT 1130



Description: This new combination gas outlet box and safety shut-off valve, known as the "Gas-O-Let," is built right into the wall, and makes it possible to connect up space heaters and other gas appliances, similar to the plugging in of electrical devices. The danger of turning on gas accidentally when appliance is removed is eliminated by a "safety shut-off" feature, which locks the valve in position until appliance is again connected. Designed to be a permanent part of the piping system; a steel outlet box houses the forged brass valve, and a hinged cover hides the brass 3/8" male S.A.E. connection. Molded plastic cover plate available in walnut or ivory color.

Dealer Helps: Mailing or hand-out folder.

The Imperial Brass Mfg. Co., 1200 W. Harrison St., Chicago, Ill.

"COP STOPS 'EM"

A dealer in San Francisco recently installed a "stopper" window display, developing a traffic signal theme in a very effective way to gain attention for a display of household labor and trouble-saving helps. Theme motif of the window was a giant traffic cop, hand with index finger pointing to a red light under the word "Stop!". Accompanying copy explained: "Stop running your home in any but the easiest way. That's where our department of modern gadgets and appliances comes in to help you out."

"RING THE BELL"

A southern hardware store uses a unique idea as a good-will builder. At a central point in the store there is a pillar with a gong attached. A display sign on the board reads: "FREE! A pack of cigarettes if you ring this bell before we greet you. Ten packs if we fail to 'thank you' for your purchase!" . . . "We average two packs a day," explained the owner, "and so far we have not lost a single carton of cigarettes. Sometimes a customer will stoop and hide behind the cases, and then sneak up to the bell, and if he can get there first and ring that bell, he will have a big laugh on the men. This idea keeps our men on their toes, and makes them approach every customer quickly. It does away with the age-old habit of having your back to the door and not seeing people when they come in. Incidentally, it also builds good will, because it practically insures prompt and immediate service."

PERFECTLY SANITARY

Colorful promotion makes use of the unusual—one hardware firm encased bills handed out as change in cellophane wrappers upon which was printed the message it wanted to put across.

"CLICK" WITH CLOTHESPINS

An appeal to the unusual can be used successfully in advertising. A circular stuck in a clothespin on which name of dealer is printed, and placed on the porch has a much better chance of being picked up and read than the handbill which is delivered loose.

"FORGET-ME-NOT"

A retailer in Denver uses this method of getting back lost customers: An artificial Forget-me-not is attached to his letter to the customer, which reads: "If humans spoke the language of the flowers, we would just pin this little Forget-me-not to our letterhead, without any letter at all. What it means is that we've missed you—it is quite some time since we have had the pleasure of serving you." The letter goes on to tell about some new items available or some specials that he is offering at the time.

FRIDAY, THE 13TH

Friday the 13th may be unlucky for some people, but a dealer in New Haven seized it as the excuse for a bargain sale. Thirteen black cats were featured in an ad that offered a 13 per cent discount for one day only.

TOPSY-TURVY TYPE

Typing a letter upside-down is by no means a unique stunt, but it is not so commonplace as not to have any value as an attention-getter. At least such was the experience of a hardware store in Wisconsin. The firm used this technique in a follow-up letter to absent customers with the result that about 12 per cent of the recipients answered:

"Your account with us and this letter have one thing in common. They are both upside-down. We haven't had an order from you since. . . . What's the trouble? Our policies haven't changed — we are still selling hardware and farm implements. Whatever the reason may be, won't you just let it down on this letterhead and mail it to us? The enclosed envelope is for your convenience."

★ FRUIT JUICER

REFER TO HT 1131



Prospects: Homes.

Description: The new "Dazey" Super-Juicer Model No. 100, just announced, will be featured during NHOH. Designed in plastic, it is light in weight, durable, and will not tarnish as no metal touches the juice. An important feature is the new type reamer which has a sunken top to accommodate fruit core, making it possible to hold fruit tight against reamer in order to get more of the juice. Body and reamer are in white; handle and strainer available in red, black, green or yellow. Hangs on wall—slips in and out of bracket.

Dealer Helps: As a special introductory offer, a demonstration display is offered free with each initial order of 6 Super-Juicers, in the following assortment of colors: 2 red, 2 black, 1 green and 1 yellow.

For NHOH, several new displays, including a "topper" for the demonstrator display, cardboard cut-outs of the Open House trademark, free ad mats featuring other "Dazey" items as well as the new juicer.

Package and Shipping Weight: 6 juicers and display packed in carton; also packed 12 in carton, assorted colors: 6 red, 3 black, 2 green, 1 yellow.

Dazey Churn & Mfg. Co., St., Louis, Mo.



"I BELIEVE I'LL GET ONE OF THOSE BAND SAWS—THEY MAKE SUCH BEAUTIFUL MUSIC!"

REFER TO HT 1132

IT HAS EVERYTHING!

Every sprinkling need is combined in the Allen PARKSIDE, of striking modernistic design. It revolves or can be locked for stationary sprinkling. Each nozzle can be directed and adjusted for SPRAY - MIST - STREAM.



Ask your
JOBBER to show
you the Allen Sprinkler Line.

W. D. ALLEN MANUFACTURING CO.
566 W. Lake St., Chicago, Ill. 28 Warren St., New York City, N. Y.

★ CUTLERY

REFER TO HT 1133



Dealer Helps: The "Kutmaster" Professional Style Kitchen Set is being offered for Open House in a three-color gift box, 13- $\frac{1}{4}$ " x 7- $\frac{1}{4}$ ", to retail at 99c complete. The set consists of: 3-rivet Butcher Knife, of carbon steel, hardened and tempered—new style, serrated edge, all-purpose Kitchen Knife, stainless steel, sharp lasting edge—and the Utility Cleaver and Chopper, for splitting chickens, chops, vegetables, etc., with special hardened edge. Window posters included in every shipment; newspaper mats on request. Utica Cutlery Company, Utica, N. Y.

HACK SAW BLADE

REFER TO HT 1134



Sales Features: Two cutting edges on a single hack saw blade is a feature of the New "Double-Life Blu-Mol" Hack Saw Blade recently developed. Teeth along the first cutting edge are set fractionally wider than along second, eliminating drag and wear. Guaranteed by manufacturers to be shatterproof and unbreakable, this blade has a special heat treatment which leaves teeth hard and center soft. Each side is said to deliver full performance even on positive feed machines, cutting twice the usual maximum depth at each stroke.

Millers Falls Company, Greenfield, Mass.

SCANNING THE FIELD FOR IDEAS

(Continued from page 8)

SIX LETTERS
A DAY

An enterprising dealer in Detroit claims that a simple habit he has trained himself in is responsible for his success. "Every morning I get off at least six letters to prospects, outlining my latest proposition," he said. "Six, and no more. If you plan on getting out a lot of them, that takes a lot of time and you keep putting it off to a day when you can clean the whole thing up at once. The result is that time gets away from you. But it's no trouble at all, after reading the morning mail, to turn around and address a letter to six prospects. It keeps things stirred up and bring a dribble of people into the store all-year-round. Ours being a two-man business, we couldn't handle trade if we were engulfed all at one time."

FISHING
CONTEST

The manager of a sporting goods department of a hardware store in Arkansas started an annual fishing contest, which quickly boosted tackle sales and made the store the headquarters for fishermen in that locality. And because fishermen usually follow other lines of sport, he has had no difficulty in getting repeat business in the hunting season. The contest is for bass only, and the only thing a contestant need do to be eligible is to bring the fish into the store to be weighed and entered. There are two divisions: one for bass caught on bait casting, and one for fly casting. The contest runs over a period of one month (from the first to the last day of each month) throughout the season, starting June 1. There are two prizes in each division, and at the end of the season, about November 1, one grand prize, a reel, is given for the largest bass caught during the season.

FREE
LEMONADE

A hardware and paint dealer in Missouri — constantly preaching the restorative value of paint and wallpaper—took some of his own "medicine" and remodeled his own place of business. He decided to have a sort of "open house" after the remodeling, so he put an advertisement in the paper inviting friends to come in and see his "sales studio" and also to have a drink of lemonade with him. Some 850 persons registered during the day. Dealer claims the rejuvenation of his store had a "tonic" effect and sales jumped up more than one-third soon after.

COOPERATIVE
ADVERTISING

To plan traffic-building features for spring last year, ten hardware firms in California got together and selected a dozen merchandise items. The items used for specials were lawn mowers, rakes, hoes, cultivators, plain and ratchet screw drivers, utility pails, files, garden hose, garbage cans, skillets, household cleaners, and wheelbarrows. They took a full page in a local newspaper, and then to make it perfectly plain to readers where they would find the merchandise listed and priced, they lined the sides of the newspaper page with pictures of the ten participating stores, each giving the street location and telephone number. This is an advertising idea which might be considered by hardware dealers in large cities where it would be out of the question for them individually to buy space of impressive size in the newspaper.

A PENNY
OFF THE PRICE

A hardware dealer in Tennessee offers some specials on the anniversary of his business every year, giving a penny off the regular price for each year he has been in business. In addition, attendance prizes are offered for the day, which all helps to stimulate attendance. Last year he celebrated the 14th anniversary of his business.

PAY BY
THE WEEK

To draw people into his store, one Victoria, B. C., dealer found English china the answer and sold the pieces out at a very narrow margin of profit, but on the installment basis — customers were not permitted to pay cash. The dealer refused to accept more than 50 cents per week, and it had to be paid in cash at the store. This created store traffic, established contacts for the salesmen, built up a prospect list, and enabled the store to run up a high mark in sales during the six months that followed.

REFER TO HT 1135



1. First to be wrapped and SEALED in Cellophane.
2. Perfect Adhesiveness and Tensile Strength.
3. Strong Distinctive Green Core.
4. Colorful Attractive Boxes.
5. A Company in the Insulation Business Since 1878.

Sold Exclusively Through Distributing Jobbers



HAZARD INSULATED WIRE WORKS

Division of the Okonite Co.

Works: Wilkes-Barre, Pennsylvania

New York Chicago Philadelphia Atlanta Pittsburgh Dallas
Buffalo Cleveland St. Louis Boston Detroit Seattle
Washington Birmingham Los Angeles San Francisco



Digitized by Google

REFER TO HT 1136

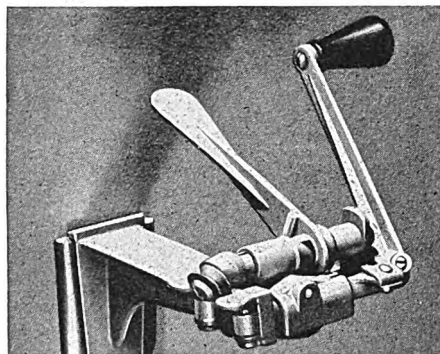
Smoothcut

THE CAN OPENER

THAT sells, sells, sells!

Smoothcut captures the business because it is highest in quality, efficiency, safety—yet costs no more. With five important, exclusive advantages, it's the quick, steady money-maker you've been looking for. Write now for sample and full information.

Standard model, aluminum finish, retails at \$1.80; also deluxe chromium model, at \$3.45 (10¢ more west of the Rockies)



THE REGINA CORPORATION, Rahway, New Jersey

ELECTRIC BROODER

REFER TO HT 1137



Description: The Warner "Space Maker" Electric Brooder No. 500-SM creates 24 extra square feet—this additional area being carpeted with peat or other litter. Has two 500-watt chromalox units with reflectors 10" from floor, and standard switch with pilot light and attraction light. Side and end frames are 8" high and made from 3/4" thick California Redwood, stained red; mite and lice resisting. The Masonite Presdwood top is aluminum coated, both inside and out, and "rocks" in center to permit opening from either end without litter dropping into brooding compartment. Ventilators on two ends; adjustable legs. 500-chick capacity. Outside dimensions: 14" x 48" x 72". 110 volt, A. C. only. Other types available.

Dealer Helps: Consumer folders.

Shipping Weight: 70 lbs.

Suggested Retail Price: \$25.75

The National Ideal Company, 914 Summit St., Toledo, Ohio.

THE BUSINESS DIGEST

(Continued from page 1)

Do You Know . . .

The number of fishing fans in the United States has more than doubled during the past ten years. Almost five and one-half million fishing licenses were released during 1938 and 1939; and the percentage of women anglers has increased more rapidly than male anglers.

Mail order chain stores have increased their advertising and promotional appropriations over 600 per cent in the last ten years. Every house has received one to three circulars every week, on their lawn, porch or in their mail box.

When retailers persist in price-breaking, the manufacturer can go into court and obtain an injunction. This has been done so often that the practice is well established, and obtaining an injunction is little more than a routine procedure.

Size can't be used as a measure of efficiency.

Size is a totally unreliable indication of business efficiency, and the largest corporations are seldom the most efficiently and economically run, the Federal Trade Commission asserts.

Wisconsin law prohibiting large industrial concerns from running employee stores at which merchandise is sold at a discount was the subject of animated discussion at the session of Retail Merchants Association Secretaries at the annual convention of the National Retail Dry Goods Association in New York.

A query as to what states were studying the law, with a view to presenting it to their own legislatures, elicited information from the floor that these secretaries were working on the law; New York, Pennsylvania, Illinois, Iowa, Indiana, Ohio, Minnesota and Michigan.

Factual Information in Advertising, Direct Mail and Circulars

Wet days produce 19 per cent more inquiries than dry days.

1. Which pulls best—Letter, Circular or Letter with Circular?:

Letter alone, 11 per cent.

Circular alone, 3 per cent.

Circular and Letter, 12 per cent.

2. Two-color multigraph letters produce highest returns at lowest cost.

3. Two-color reply cards pull no better than one color.

4. Best colors for Direct Mail and Circulars:

Pink, best.

Blue, next.

Green, next.

Canary, last.

Facts Based on Research:

1. Not only June but May and August rank high as marriage months. Close behind are September, October and December.
2. Seventy-five per cent of your customers are old customers.
3. Survey reveals that 89 per cent of lost sales was due to some fault of the salesperson; 11 per cent of lost sales because of product, quality or price.
4. Sixty-three per cent of lost customers are due to employees with whom customers deal.
5. There are 30,000 different colors which the eye can distinguish.

HOW TO GET THE MOST OUT OF YOUR ADVERTISING DOLLAR

Factual information, most pertinent, and maybe upsetting, is the result of tests and surveys on advertising.

The National Research Bureau, has compiled a 22-page book, "How to Get The Most Out of Your Advertising Dollar," covering such subjects as: The Key to Advertising, Success Formula for Advertisers, Showing Goods in Use, Price vs Copy, The Five Emotional Instincts, Thirteen Strong Points in Ads, Long Copy, A Seven-Point Check Plan, Using Common Sense, Copy, Layout and Art Work, Direct Mail, Factual Information, Cutting Postage Costs, Frequency of Mailings, Profitable Use of Color, Recent Ad Tests Show Selling Results, Colors Produce Emotion, "Gay" Colors, What Colors to Use. Copies of this book are available—send 15c to cover cost of mailing. Address Readers Service Dept., Hardware Today.

REFER TO HT 1138

Red Devil Contributes FREE Sets of Colorful Sales BUTTONS for SPRING HARDWARE OPEN HOUSE...



In every Open-House Kit are 6 four-color buttons contributed by the makers of RED DEVIL glass cutters, painters, woodworkers and glaziers tools. No advertising of any kind appears on face (see left).

Any hardware dealer who has not purchased a kit, but wishes to participate in Open House, is invited to write on his firm letterhead to Landon P. Smith, Inc., Irvington, N. J., (mentioning this publication) to receive a FREE set of buttons without slightest obligation.

GLOVES

REFER TO HT 1139



Dealer Helps: This new counter or window display package for "Eazy" Wear Garden and Household Gloves is now available to dealers. The unit consists of a regular "Eazy" Wear package (with a pair of gloves) plus a display panel, which folds over the front of the package when packed for shipping. For display use, it is set up book-fashion. Package contains a pair of ladies' medium-size gloves, but may be replaced with any other size, if desired. Extra packages for replacement or display furnished on request. Consumer literature available. The National Glove Co., Columbus, Ohio.

★ MOTOR OIL

REFER TO HT 1140



Dealer Helps: For Open House, material is now available for a window display (shown above) on Super Galena Fortified Motor Oil. Window trim consists of a Super Galena spring banner, motor oil containers, two vertical signs, as well as regular Open House display material. Also included is an envelope containing 25 airship balloons, which can be used in dressing the window or distributed to children as they come into the store with their parents. Envelope carries an illustration of the suggested window display, with instructions. Galena Oil Corporation, Fifth & Butler Sts., Cincinnati, Ohio.

REFER TO HT 1141
NEW QUICK TYPE LOADING CARTRIDGE

CALBAR
Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all backfiring and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.



YOUR JOBBER CAN SUPPLY YOU.

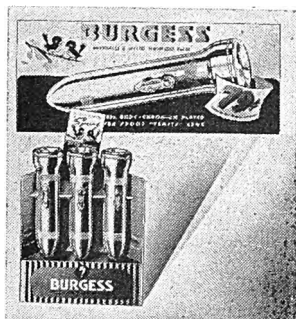
Calabar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



★ FLASHLIGHT

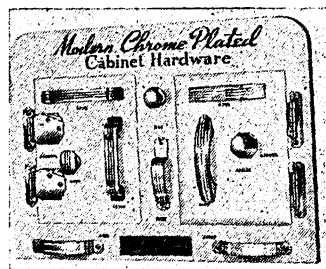
REFER TO HT 1142



Dealer Helps: "Three-way display" is a feature of the Burgess Flashlight special for NHOH, with special display material included for window, door, and counter. The merchandise feature is the new flashlight, known as the Super-Dreadnaught, with all-steel case, chromium finish, plastic lens and prefocused beam—to retail at 79c complete with batteries. It is available in deal No. 6P2 consisting of 6 "Super-Dreadnaughts," packed in colorful twin displays of three each, and 50 No. 2 "Uni-Cels." Burgess Battery Co., Freeport, Ill.

★ CABINET HARDWARE

REFER TO HT 1143



Dealer Helps: As part of their special deal on the "Rockford" line of matched cabinet hardware for NHOH promotion, manufacturers are including free of charge their demonstrator-display board No. 55, complete with hardware as shown above, together with a counter display card. The deal itself consists of an assortment of one dozen each of 13 items in the "Rockford" line—drawer pulls, catches, knobs, door pulls, spring catches, hinges—trimmed in red and black.

Suppliers: Wholesalers.

National Lock Co., Rockford, Ill.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them, throughout the country.

Aluminum Sets—Moving well—fear of shortage partially responsible for increase in sales.

Brass Fireplace Ensemble—Consisting of 3-fold black screen with brass trim, brass tongs and andirons featured at \$9.98. (Harry Levitz, New York.)

Cake Humidor—At \$1.09 was among the fast moving items. (Kromex Co.)

Carpet Sweeper—Chromium-plated, sold at \$5.49, has window, two combs, rubber bumpers and ball-bearing action. (Porter Steel Specialties, Shelbyville, Ind.)

Carpet Sweeper—Wizard model sold in volume as an unadvertised special at \$2.98. (Bissell Carpet Sweeper Co., Grand Rapids, Mich.)

Cory Glass Filter Rod and Funnel Holder—A \$1.00 combination in a self-display carton selling actively. (Glass Coffee Brewers Corp., Chicago.)

Coffee Maker—The "Cafex" was featured, with a pound of coffee, at \$1.89. Brewer is an 8-cup model, wide neck style. (Hartford Products Co., Hartford, Conn.)

Dish Drainer—Rubber coated drainer sold well at \$1.29. (Wooster Co.)

Dish Drawer—Rubber covered, has 12 compartments for plates and tray for silver, choice of white or colors, 79 cents. (Artwire Creations, New York.)

Easy Washers—Selling best in the \$79.95 bracket. (Easy Washing Machine Co., Syracuse, N. Y.)

Electric Irons—Steem Electric irons were promoted at \$5.95 in models with red plastic handle and hammered finish. (Steem Electric Corp., St. Louis, Mo.)

Hampers—Bathroom goods were reported as moving nicely, Pearl-Wick hampers, 27"x12"x20", in white, green, peach, blue, and orchid, at \$3.95 getting particular action. (Pearl-Wick Corp., Astoria, L. I., N. Y.)

Ironing Board—With aluminum foil insulation drew a fair response at \$1.60. (Beh & Co., New York.)

Ironing Board—Folding style, 48" ironing board with pad and cover at \$1.98 has two-leg support. (Rich Ladder and Mfg. Co., Cincinnati, Ohio.)

Irons—Hotpoint irons advertised at \$2.88 were rapid sellers.

Knife Sharpener—Proved to be a swift moving item at \$1.00 and \$1.98. (Wulff Mfg. Co., Chicago.)

Metal Wardrobes—Selling very well at \$5.79.

Mixer and Juicer—"Kitchen-Etta" mixer and juicer combined, with two bowls, had good sale following demonstration at \$10.98. (Gilbert Co.)

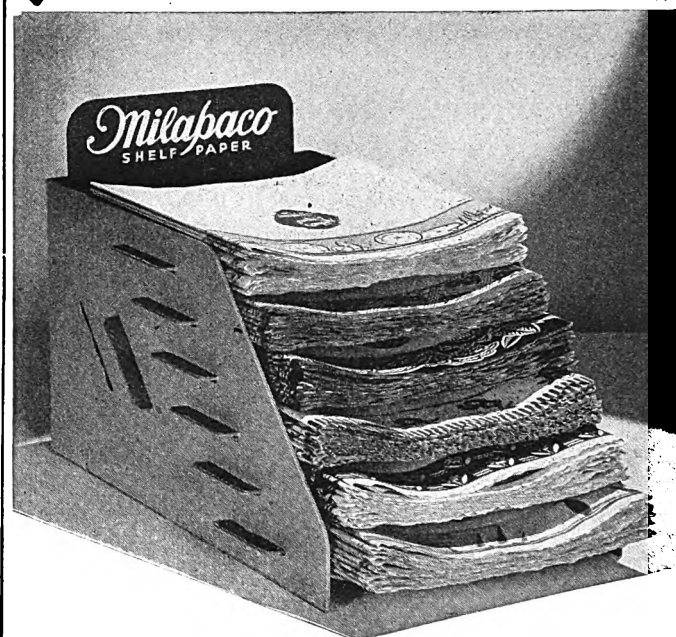
Scrub Pail—Galvanized zinc alloy pail, complete with lightweight, cotton-head floor mop, was offered at 92 cents. (Wheeling Co., Wheeling, W. Va.)

Silver Polish—A dealer in Connecticut writes: "Going over well—sold over six dozen jars in less than a month." (International Silver Company.)

REFER TO HT 1144

Make EXTRA Sales and Profits
Over - the - Counter . . with

Milapaco
PANTRY PRIDE
SHELF PAPER



This Colorful, Compact Display Rack
Does the SELLING for you!

Serve Your Women Customers more Profitably!

They're buying Shelf Paper NOW. Guide this Sale and Profit into YOUR Store — with the brilliant new PANTRY PRIDE Shelf Paper . . . The BIG Value of the Year in 5c Shelf Paper. Artistic new designs . . . Brilliant new Colors . . . Patented Scored Edge (Pat. No. 2,166,352) . . . New Hi-Gloss Finish. Only 5c for a 9-foot length!

New Milapaco DISPLAY DEAL No. 240

Get this fast-selling Display Deal — 6 Dozen 5c lengths of Milapaco PANTRY PRIDE Shelf Paper in 6 popular designs and colors. "Self-Service" Display Rack is FREE!

Your Cost \$2.40
Your Profit \$1.20

Ring up this EXTRA SALE and PROFIT . . . In YOUR Cash Register!

Return the coupon TODAY for your Display Deal! We'll be glad to bill it through your favorite Jobber.

Milwaukee Lace Paper Company
1304B East Meinecke Avenue
Milwaukee, Wisconsin

Please send me RUSH the new Milapaco DISPLAY DEAL No. 240 — containing 6 dozen 5c lengths of PANTRY PRIDE Shelf Paper, PLUS the FREE Display Rack. To be billed through my Jobber.

Name
Address
City State
Jobber's Name
Jobber's Address

Milapaco Paper Products
of Character
MILWAUKEE LACE PAPER CO.
1304B E. Meinecke Ave. Milwaukee, Wis.
Established in 1898

CORY

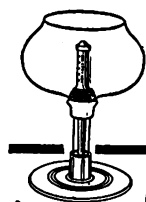
Solves a Problem

REFER TO HT 1145

for all
owners of
glass coffee
makers ...

IT'S SLIPPERY!
IT'S HOT!

Where'll I Put it?



CORY Glass Filter **ROD** \$1
and FUNNEL HOLDER COMBINATION ...
... featured in CORY National Advertising

Both these
patented
accessories
FREE with all
CORY BREWERS

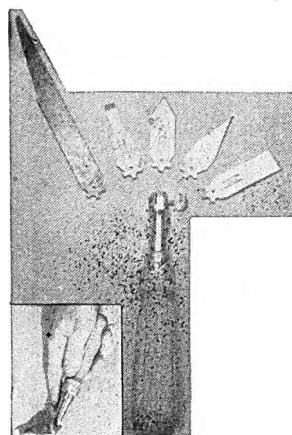


CORY COFFEE
BREWERS
Insures "perfect" coffee, untouched by metal, and complete convenience.
Write for New CORY Catalog

GLASS COFFEE BREWER CORP.
325 No. Wells Street, Chicago, Illinois

UTILITY TOOL

REFER TO HT 1146



Sales Features: The "Versitool" is practically a complete tool kit in one. Set includes a sturdily constructed handle, made of steel and wood, in which the following five steel blades are set and made immovable with set screw: cutting blade, wood chisel, screw driver, wood reamer, and hack saw blade. Each blade can be used in three positions—straight for conventional work or right and left angle—for hard-to-get-at angles, narrow spaces, difficult corners, etc.

Dealer Helps: Display cards and circulars.

Package and Shipping Weight: Packed in compact, leatherette-type kit; wt. ¾ lb.

Suggested Retail Price: Introductory offer, \$2.50 per set. Versitool Mfg. Co., Dept. H, 11 West 42nd St., New York, N. Y.

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISEMENTS

"THE FLOWERS THAT BLOOM IN THE SPRING"—need the care these garden gadgets offer.

"PARTICULAR HOUSEKEEPERS SALE"—The fussier you are the better you will like these kitchen gadgets, household fixtures and electric appliances.

"WE BELIEVE IN APRIL SHOWERS!"—Showers of electrical appliances for the Spring bride have the full endorsement of a San Francisco dealer.

"I WANT TO TALK ABOUT MY OPERATION"—Low operating cost is boasted about in this clever way by Electrolux, as advertised in New Orleans.

"ALL OUT FOR SPRING"—Now that spring is here we can all come out in the open.

"I'M SPRING-ING—SOME REAL PRICE SURPRISES!" Seasonable headings like this one are springing up everywhere.

"KNIGHT OF THE BATH"—Here's the thread of an idea containing infinite possibilities for various bathroom accessories.

"MAYTIME IS PLAYTIME"—What's your game? The Tool Shop, Detroit, has them all.

"BE A GOOD SPORT"—A sporty heading for advertising fishing tackle, camping outfits and camera supplies.

"YOUNG—BUT WITH A MAN'S IDEAS"—a heading with great possibilities when you want to advertise boys' tool sets, electric trains and model airplanes.

"THE BRIDE HAS YOU TO THANK"—When the gift is electrical.

"MAKE LIGHT OF SPRING HOUSECLEANING"—A happy heading for housecleaning aids.

"ADVANCE TIP TO FATHERS—ABOUT MOTHER'S DAY"—Wake up on Mother's Day with that satisfied feeling.

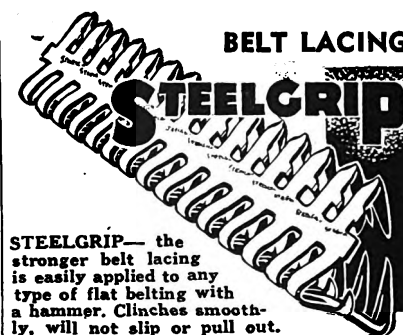
"MOTHER REIGNS AS FIRST LADY OF THE LAND"—Toasters, curling irons, lamps are gifts she will love.

"BLESS YOU, MOTHER! YOU DESERVE THE BEST"—The best range that money can buy.

"PUT THEM ALL TOGETHER—THEY SPELL MOTHER"—Pots, pans, vacuum cleaners, carpet sweepers, refrigerators and washers.

SMART EASTER TRICKS ... THE PARADE GROUND FOR EASTER HUNTERS ... "SOMETHING NEW UNDER THE SUN" ... JUST OUT FOR EASTER ... SPRING TAKES COMMAND ... GOOD NEWS IS CATCHING ... BALANCE SALE—YOU PAY THE BALANCE ... A LITTLE MATTER OF DOLLARS AND SENSE.

REFER TO HT 1147



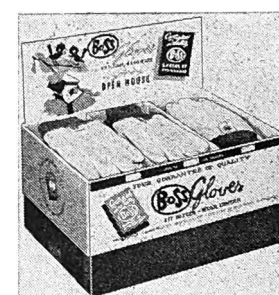
WIREGRIP—the belt hooks that are easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit WIREGRIP on any other standard lacers. Write for catalog and circulars.



STEELGRIP—the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.
ARMSTRONG-BRAY & CO.
"The Belt Lacing People"
313 N. Loomis St. Chicago, U. S. A.

★ GLOVES

REFER TO HT 1148



Dealer Helps: Now available to dealers for NHOH is a colorful free display container, packed with an assortment of "Boss" Canton Flannel Gloves. Assortment contains one dozen each of three numbers to retail at 10c 15c and 20c per pair. Official Open House blue and green decoration is used on display container.
Suppliers: Wholesalers.
Boss Manufacturing Co., Kewanee, Ill.



"OUR ADVERTISING MAN IS SURE ON HIS TOES. THIS MAKES A BIG HIT WITH THOSE WHO LIKE TO SING IN THEIR BATH"

REFER TO HT 1149

YOUR CUSTOMERS Want Miro-Flex REFLECTORIZED HOUSE NUMBERS



The safest, most effective way to put the house number on the lawn or parkway where it can really be seen. Adds refinement to the residence.

Helps prevent callers from getting the wrong number — avoiding unnecessary answering of door bell. Helps friends locate the right residence.

Packed 10 sets, assorted, per case to enable dealer to quickly fill customers orders. Retail \$2.00, double faced.

Get Your Stock Now!

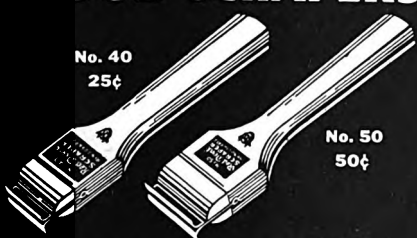
THE MIRO-FLEX CO.

1824 E. Second Wichita, Kans.

Refer to HT 1150



Red Devil WOOD SCRAPERS



LONGER HANDLES—SHAPED AND BALANCED PERFECTLY. MODELS RANGE FROM 10c to \$5. Double-edged blades supplied with super-sharp or serrated edges. No screw driver or wrench needed to replace blades—just push new blade in. Big blade replacement sales assured dealers stocking RED DEVIL WOOD SCRAPERS.

Write for Facts.



LANDON P. SMITH, Inc.
IRVINGTON, N. J.

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS
FLOOR SANDING MACHINES • ELECTRIC FENCERS

★ ELECTRIC IRONS Refer to HT 1151

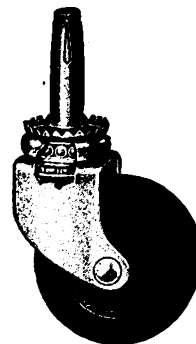


Dealer Help: As a special combination deal for Open House, the K-M "Tel-A-Matic" Electric Iron, which has a regular list price of \$8.95, is being offered in a special package with the K-M "Gad-A-Bout" Travel Iron, included at no cost either to dealer or consumer. The "Tel-A-Matic" is a full size 1,000-watt iron with molded plastic handle, plastic temperature control, heavy chromium plate, and "Dur-A-Life" embedded heating element. The "Gad-A-Bout" has a full-size solid plate, with embedded element, walnut handle divides in center and folds flat for easy packing, and lists regularly at \$3.95.

Knapp-Monarch Co., St. Louis, Mo.

CASTER

Refer to HT 1152



Prospects: Homes.

Sales Features: This new Faultless "MG" Household Caster, grip-neck type, has two full rows of hardened ball-bearings swiveling freely in lubricated raceways. Other features include low overall height, dustproof design, durable construction, and harmonizing copper oxidized finish. Furnished with either a hard or soft cushion tread (1-5/8" or 2") wheel.

Dealer Helps: Each set packaged in attractive, easy-to-handle display box.

Suggested Retail Price: 1-5/8" wheel, 90c per set of 4; 2" wheel, \$1.20.

Faultless Caster Corp., Evansville, Ind.



WALL SIZE

Refer to HT 1153

Individual mailing pieces are supplied to help dealers sell "Quick Stick" wall size—a vegetable glue which does not give off objectionable features associated with animal glue. Packaged to sell at 25 cents per pound, the nationally advertised price. The Commercial Paste Co., Columbus, Ohio.

HOUSEHOLD SCALE

Refer to HT 1154

To retail at \$1.75, a new full-size, 25-pound household scale, with covered dial, is announced. This scale No. 5070 is finished in white, with platform in either black or red. Hanson Scale Company, 525 North Ada St., Chicago, Ill.

VEGETABLE CUTTER

Refer to HT 1155

Operated by a hand-lever, thrown to left and right, a vegetable cutter is offered, which slices potatoes for French frying, and dices or shreds other vegetables. The unit has three sizes of stainless-steel knives, which are easily interchangeable. C. T. Williamson Mfg. Co., 52 Badger Ave., Newark, New Jersey.

NUMBRING TACKS

Refer to HT 1156

Die-cast, raised-figure numbering and alphabetical tacks for marking screens, storm windows, etc., have recently been introduced. High, raised figures permit painting over tack-head without destroying their legibility. Made of white brass, which is not subject to rust or weather corrosion. Acro Die Casting Co., Milwaukee, Wis.

FLUORESCENT LAMP

Refer to HT 1157

Addition of a 65-watt 3-foot Mazda F Lamp has just been announced; is of same brightness and diameter as the 100-watt size, but of shorter length. Furnished in white and daylight colors. Westinghouse Electric & Mfg. Co., Commercial Engineering Dept., Westinghouse Lamp Division, Bloomfield, New Jersey.

WEATHER VANES

Refer to HT 1158

A line of three inexpensive weather vanes for installation on homes, garages, flagpoles, playhouses, and other buildings, is just announced. Each is equipped with solid steel shaft floating on a ball-bearing pivot. Entire vane is painted with aluminum. Further details may be obtained by writing manufacturers. Milcor Steel Co., Milwaukee, Wis.

JUICE EXTRACTOR

Refer to HT 1159

A new medium-priced, smartly streamlined juice extractor, finished in chromium, is being introduced as a practical gift for the man's home bar as well as for use in the family kitchen. List price, \$8.95. National Die Casting Co., 600 N. Albany, Chicago, Ill.

LAMP SOCKET

Refer to HT 1160

A new lamp socket, adjustable to full 90 right angle, can be rotated to a 360 full circle. Wires cannot twist and unit will stay put in any position. It is called the "Swivelier." Reliance Devices Co., 140 Liberty St., New York, N. Y.

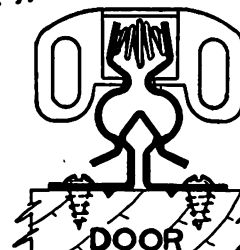
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HT 1161

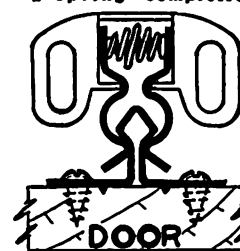
Amerock

Achievements!

"FLEXI-GRIP" CATCH
No. 9700 (PATENT APPLIED FOR)



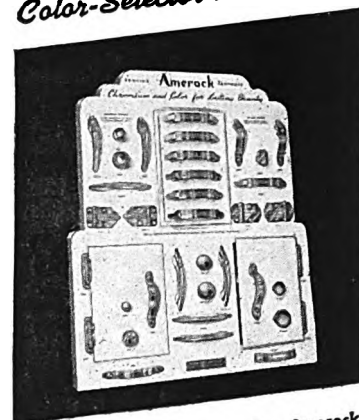
1 Door closing—Flexcoil spring compressed.



2 Spring tension holds door securely.

Exclusive "floating fingers" with Lifetime central spring action provides velvet-smooth closing of door, yet holds door securely in closed position. Torture test proves catch still in good condition after equivalent of 100 years of use. Markers on strike assure easy and accurate installation. Elongated screw holes provide perfect adjustment. Retail 10c.

Color-Selector DEMONSTRATOR



Shows and demonstrates complete Amerock line. Get yours on Free Hardware Plan.

AMEROCK FOR ACTION!

ASK YOUR
JOBBER

Copyright 1941

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

Refer to HT 1162

TOWEL SHELF

AND GENERAL UTILITY RACK



A Sanford Design

For bathroom, kitchen, closets. Holds towels, wash cloths, linens, etc. Ideal hosiery dryer. Six hook-ends.

No. 5037 (illus.)—In Lustre Chrome, 9" x 21", square metal bars. **Retails, \$1.25***

No. 2337—In sprayed, baked Dupont "DULUX" white enamel, 7 3/4" x 18", round metal bars. **Retails, 50c***

Individually packed.
— Order from
your jobber.

*Slightly
higher in
some territories,
due to transportation costs.

Autoyre
OAKVILLE CONN.

BRIEF CASE

(Continued)

PLASTIC COMPOUND Refer to HT 1165
"Stylo-Plastic" is something new in the sign field—a plastic material for lettering display signs—opening an era of beauty for show-cards. The three-dimensional quality of the plastic lettering gives added life to the artist's work. Standard can, with full equipment and instructions, retails at \$3.50. Klarion Merchandising Corporation, 17 West 45th St., New York, N. Y.

ELECTRIC BLANKET Refer to HT 1166
The most obvious advantage of this new electric blanket is its automatic control, which employs a thermostat, capable of maintaining a pre-selected temperature, protecting the sleeper from the vagaries of outside weather. General Electric Co., Pioneer Products Section, Bridgeport, Conn.

REFUSE BURNER Refer to HT 1167
Sturdily constructed from high quality steel, approximately 1/8" thick, and priced far below their actual value, are these improved waste containers and refuse burners. Additional information and price are available on request. Harrington & King Perforating Co., 5655 Fillmore St., Chicago, Ill.

*** CHAIN** Refer to HT 1168
A brand new handy chain, "Elwel No. 203," has a wide range of uses—is ideal as a mooring chain for boats, halter chain, safety chain for house and farm trailers, outdoor motors and bicycles. American Chain & Cable Co., Inc., York, Pa.



*** FLOOR WAX** Refer to HT 1169
"3-M Waterproof Floor Wax" is being featured at a special reduced price, tied in with a coin card, redeemable in your store, to aid in building traffic for NHOH. Special window streamers and circulars are also included to help sell this 59 cents a pint item. Minnesota Mining & Manufacturing Co., St. Paul, Minn.

BIKE BASKETS Refer to HT 1170
A large 20" x 27" poster, in two colors, is offered dealers to help promote the sale of "Androck" Bike Baskets. Get your copies now. The Washburn Company, Rockford, Ill. and Worcester, Mass.

VENTILATORS Refer to HT 1171
An attractive broadside, duplicating the Time Magazine cover style, unfolds to reveal the story of how a dealer can put new life into his business by seizing this electrical appliance opportunity. Dealers who have not received a copy of this broadside should write for it. Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.

SHELF PAPER Refer to HT 1172
McCall's Magazine, Good Housekeeping, American Home, Better Homes and Gardens, Ladies' Home Journal, and a dozen other magazines, together with the leading newspaper in every large city, are being used in the advertising program for "Royledge" Paper Shelving. The Royal Lace Paper Works, Inc., 99 Gold St., Brooklyn, N. Y.

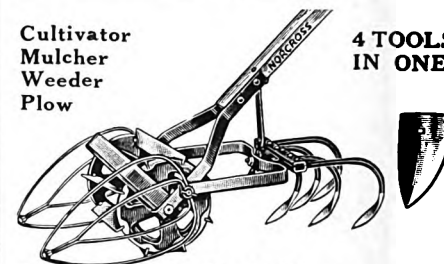
Refer to HT 1173

NORCROSS

GARDEN AND LAWN TOOLS

Cultivator
Mulcher
Weeder
Plow

4 TOOLS
IN ONE



Here's the popular No. 10-N.

"NORCROSS" GARDEN GROWER that sells on sight when properly displayed. Handsome, sturdy, highest quality construction... it saves the back-breaking drudgery of home gardening... reasonably priced.

MOST COMPLETE LINE



Hand Cultivators, Lawn Weeders and Dandelion Pullers... full range of sizes... styled and priced to SELL.



Ask Your Independent Jobber

C. S. NORCROSS & SONS
BUSHNELL ILLINOIS
"Quality Garden Tools Since 1891"

Refer to HT 1163

Wallpaper Remover Refer to HT 1163

THE ROLL CALL TO

EXTRA PROFITS!



DAYLIGHT-CLEAR, TRANSPARENT DURABLE WINDOW MATERIAL
NEW EXTRA SALES — BIG PROFITS



R-V-Lite creates sales over and over again because customers find so many more uses for it! Dealers everywhere report it's fast becoming the leading seller.

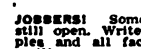


USED WHEREVER GLASS IS USED
In Poultry House Windows, Hot and Cold Beds, Storm Doors, Sun Porches, Factory Windows, etc. Your customers are Guaranteed Satisfaction!

POWERFUL NATIONAL ADVERTISING



helps you sell more R-V-Lite Sales helps include Window Posters, Counter Displays, Descriptive Circulars and Samples. R-V-Lite comes in 50 foot and 150 foot rolls, 36 inches wide, packed individual carton.



STORM DOORS

DEALERS! Write today for money-making proposition and free sample!

ARVEY CORPORATION
Exclusive Manufacturers of R-V-LITE
347 N. KIMBALL AVE. CHICAGO, ILL.



Description: A new idea in electrical equipment, claimed to remove old wallpaper quicker, easier and safer than any other method, has been introduced. Two units are furnished, one known as "Speed-Up Sr." for removing large areas of wallpaper, and the other, as "Speed-Up Jr." for working between moulding and ceiling as well as other small areas. The heating plate applied to the wet paper drives hot, steam-like moisture through any thickness of paper, thus loosening the paper for instant removal. Units are entirely electric, with no water connections or hose fittings necessary. "Speed-Up Sr." has a heating plate 14" x 11", the "Jr." unit, 14" x 3". Weight of units approximately 5 lbs.

Dealer Helps: Illustrated broadsides.

List Price: "Speed-Up Sr." complete and ready for use \$29.50 f.o.b. Chicago; "Speed-Up Jr." \$20.00 f.o.b. Chicago.

Tamms Silica Co., 228 N. LaSalle St., Chicago, Ill.

Refer to HT 1174

FILTER CLOTHS



Dealer Helps: All 10c retail packages of ABC Filter Cloths are now packed in attractive, four-color display cartons. A chart listing all makes appears on front of display box, making it convenient for dealer or consumer to select correct type. Sewed Products Co., 228 W. Kinzie St., Chicago, Ill.

Refer to HT 1175

BAIT
Description: A new bait, called "Fly Rod Green Frog," has recently been introduced. It is identical in design to the casting size "Green Frog" except that it is made in miniature. It is 1-1/4" long x 1/2" wide, and weighs 1/40 of an ounce.
Dealer Helps: Nationally advertised.
Package and Shipping Weight: Packed 6 baits per jar, 1 doz. jars, std. pkg.
List Price: 25c
Uncle Josh Bait Co., Fort Atkinson, Wis.

Refer to HT 1176

NATIONAL HARDWARE Spring OPEN HOUSE



Will be a success
wherever this "Try
it yourself" kit is
used

- Everyone likes to drill holes with this powerful little Speedway No. 69 Drill, and this little display kit provides everything they need to test it out: the Drill, a drill bit and blocks of wood and iron to drill in. Self-contained in an attractive steel case, that opens for display, occupying less than 1 sq. ft. of counter space. This demonstrator kit comes absolutely free (1 to a store) with one No. 69 Speedway 1/4-inch drill, list price, \$7.95.

Order your 69DD Display Kit today from your jobber, or write for description of complete line of Speedway Homecraft Tools, Turntables, Teals, etc.



Speedway Manufacturing Co.
1882 South 52nd Ave Cicero, Illinois

RESIN GLUE

Refer to HT 1177



Prospects: Home owners, carpenters, boat-builder, cabinet-makers, home craftsmen, etc.

Sales Features: "Cascamite" is a dry powder synthetic resin glue that is easily mixed in cold water — heating unnecessary. It is stainfree, durable and waterproof — claimed to make waterproof joints that will withstand indefinite soaking or exposure in any climate.

Dealer Helps: Two counter display units; hand-out folders; "Gluing Guide"; "Casco Project Service" coupon for free plans to build any one of 24 "Casco Projects"; national advertising.

Suggested Retail Price: 1-1/4 oz. 10c; 3-1/2 oz. 25c; 1/2 lb. 50c; 1 lb. 85c; also larger sizes.

Casco Company of America, 350 Madison Ave., New York, N. Y.

BRIEF CASE

(Continued)

DECORATING GUIDE Refer to HT 1178

To help the dealer sell more paint, a new edition of the Spring and Summer Display Guide, entitled "41 Display Ideas for '41," has just been prepared for distribution. The Guide contains 24 pages and illustrates scores of new prefabricated displays and display materials. Hardware dealers may have a copy. Address: Sherwin-Williams Co., Graphic Arts Division, Cleveland, Ohio.

WIRE CLOTH

Refer to HT 1179

A planned series of sales helps, offered to dealers selling Screen Cloth, include a large colorful display, 27" x 43", cut-out counter cards, window streamers, mailing folders and a unique coloring book for children. Wickwire Brothers, Inc., Cortland, N. Y.

ELECTRIC FANS

Refer to HT 1180

To overcome the "after sale reaction," an attractive gold foil tag, bearing a short sales story is fastened to every fan leaving the Victor plant, which lists the outstanding features of the fans, fan's construction and design, intended to reassure the buyer and inspire him with confidence in the product. Victor Electric Products, Inc., Cincinnati, O.

Waterproof Matchbox

Refer to HT 1181

Twelve nickel-plated, brass-finished waterproof matchboxes are mounted on an attractive, three-color display card to stimulate counter sales. Park-Sherman Co., 230 E. Ohio St., Chicago, Ill.

★ OVENWARE

Refer to HT 1182

Newspaper mats, both single and double column; display cards, printed in two colors, and box wraps, in two colors, are the helps offered to identify and help merchandise the "Silex" products during NHOH. The Silex Company, Hartford, Conn.



TOOLS

Refer to HT 1183

Hardware dealers will find this new 108-page catalog interesting. Pictured in color are many tool units, tools for home use and tools for master mechanics. Priced to enable the dealer to give outstanding value. A copy furnished on request. Indestro Mfg. Corp., N. Kildare at Schubert, Chicago, Ill.

BUILDERS' HARDWARE Refer to HT 1184

Catalog No. H-19, profusely illustrated and in color, contains 24 pages and cover of the House of Kees line of Builders' Hardware and Hardware Specialties. F. D. Kees Mfg. Co., Beatrice, Nebr.

ELECTRIC FANS

Refer to HT 1185

A new 28-page catalog, with four-color cover in modernistic treatment, has just been issued, showing the complete 1941 Signal Fan line of desk, pedestal, vent, exhaust, air circulator fans and automatic shutters. This catalog contains complete specifications and list prices. Signal Electric Mfg. Co., Menominee, Mich.

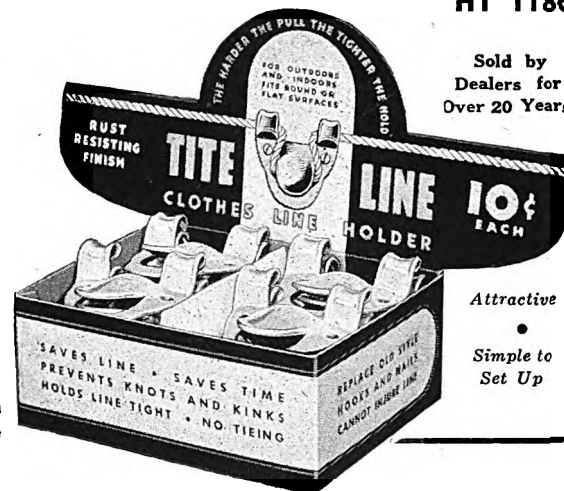
Quick PROFITS!

Fast TURN-OVER

With TITE-LINE!

- Here's a self-display item that uses small counter-space and pays big dividends in sales response.

For over twenty years, TITE-LINE has been a fast-selling, fair profit item in hardware stores everywhere. Simple to use, fool-proof in operation the TITE-LINE Clothes Line Holder is a "must" item for nearly every household. And the new display carton invites customers to buy, makes selling TITE-LINE an effortless job. Order from your jobber. If he does not stock TITE-LINE, write, giving us his name. We'll see that you are served promptly.



Sold by
Dealers for
Over 20 Years

Attractive

Simple to
Set Up

FREE! TITE-LINE SELF-DEMONSTRATOR

An absorbing gadget — sells merchandise while your customers are waiting to be waited on! Write to

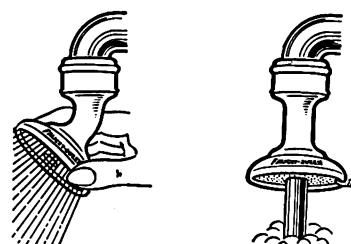
THE MIDLAND COMPANY, INC.

1200 Rawson Avenue

South Milwaukee, Wis.

FAUCET SPRAY

Refer to HT 1187



Prospects: Homes.

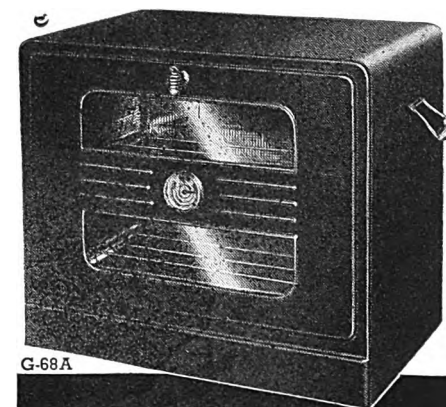
Description: The new Faucet-Queen "Spray or Stream in One," Model A, has a flexible spray head, combined with strainer and anti-splasher. Easily attached — fits and holds fast to any size or shape of faucet in common use. All-rubber casing also serves as dish protector. Spray member, 2-1/4" diameter, nickel on heavy brass. Overall length, 2-3/4".

Dealer Helps: Display box, printed in 3 colors, supplied with 1 dozen sprays in assorted colors—green, white, red, and blue.

Suggested Retail Price: 25c each.

Faucet-Queen Company, 4541 N. Ravenswood Ave., Chicago, Ill.

Refer to HT 1188



G-68A

- ☒ Eye Appeal
- ☒ Sales Appeal
- ☒ Happy Customers

— you get 'em all, featuring

MILCOR Portable Oven

Popular single burner and two-burner models. Order from your jobber. Write today for free, colorful bulletin describing features that can help you "clean up" on oven sales this season.

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales Offices: Minneapolis, Minn., Little Rock, Ark.,
Dallas, Tex., Denver, Colo., Washington, D. C.

REFER TO HT 1189

ANYONE CAN *Use*
MILORGANITE
SUCCESSFULLY...

ANY DEALER CAN *Sell*
MILORGANITE
PROFITABLY...

Successful to use . . . because it has all of the essential elements needed for healthy plant growth . . . is SAFE, CLEAN, and EASY to apply.

Profitable to sell . . . because Milorganite is the kind of a fertilizer every gardener needs and wants . . . for turf, flowers, trees, shrubs, and garden crops. You can recommend it with confidence. Conveniently packed in 25-, 50- and 100-lb. sift-proof bags, with full directions for use. Attractive literature and counter display material available for your use. Let us give you the name of our nearest distributor.

THE SEWERAGE COMMISSION
Dept. E-4, Milwaukee, Wisconsin

**LONG LASTING
NON-BURNING
EASILY APPLIED**

LAWN FENCE

REFER TO HT 1190



Prospects: Homes, estates, public buildings, etc.

Description: The new Continental Lawn Fence is made of "Konik," described as "steel of special analysis containing copper, nickel and chromium for greater strength and rust resistance, clear through." For still further rust resistance, "Konik" steel wire fabric is said to be galvanized with bright, high grade zinc by the "charcoal-wiped" process. Cables positively locked in the deep crimp of each picket; all picket ends securely locked into cables. Furnished in two styles, three specifications and four heights. Gates to match.

Dealer Helps: Display cartons, consumer literature, national advertising.

Package and Shipping Weight: 100 ft., 165 ft. and 330 ft. rolls.

Continental Steel Corp., Kokomo, Ind.

SELLING SLANTS

for RETAIL HARDWARE SALESMEN...

YOUR TELEPHONE PERSONALITY

Everyone wishes to make a pleasing impression—over the telephone as well as face to face.

Have you a good telephone personality? Perhaps you don't know. If you could only have a voice mirror, you could tell how you look to others when you visit them by telephone. You would be all the more sure that a good telephone "appearance" is wholly a matter of your voice and how to use it.

A FEW SIMPLE RULES

Being handsome or homely makes no difference, and clothes don't count. You can have a good telephone personality if you'll be careful about just one thing—your speech. This isn't difficult, as you'll see by reading these suggestions. Some are in fact so simple that you may overlook them. Practice is necessary, however, for "practice makes perfect." But that doesn't mean a lot of long and tiresome exercises.

A few minutes a day spent on voice grooming soon gives one the habit of clear and pleasing speech which, by telephone or otherwise, is necessary in order to be easily and accurately understood, and makes the good impression that brings an agreeable response.

To be easily and accurately understood it is necessary of course to speak **DISTINCTLY**. You do that when you pronounce your words carefully, giving proper form to each sound in every word.

TAKE YOUR TIME

Over the telephone it's more important to speak **UNHURRIEDLY** as well as distinctly than when face to face. That is because your listener cannot have the help of watching you, seeing your gestures and changing expressions of your face. You save yourself and others a lot of time when you make yourself understood without having to repeat what you have said.

Many people think they have to talk rapidly over the telephone or their time would be up before they were through. Well, when talking at an ordinary rate a person averages about 378 words in three minutes.

If you try to "talk a blue streak" the chances are you won't make yourself nearly as well understood, and you will have to use valuable time in repetition.

Telephone speech should be neither too fast nor too slow. If too fast, words are jumbled, parts of words are lost to the ear, and bad sounding form creeps in. If too slow, the words sound disconnected, and so lose meaning and interest for the listener.

Ordinarily the very act of speaking clearly tends to prevent talking too rapidly.

Your voice is carried most clearly by telephone when you speak **DIRECTLY INTO THE MOUTHPIECE**, with your lips not more than half an inch away.

NO SHOUTING!

When you speak into the telephone properly, no shouting or loud talking is necessary. Too loud talking may actually cause a blurred sound and make it difficult for the listener to hear and understand. The telephone is made to carry words spoken no louder than in ordinary conversation.

You wish to make your voice a faithful messenger of good will and to gain pleasant responses. But since you are not face to face with your listener, there is a tendency to let the voice, become mechanical and without expression. Unfortunately, however, your only means of making a good impression is a pleasing tone of voice, together with a clear and correct way of speaking.

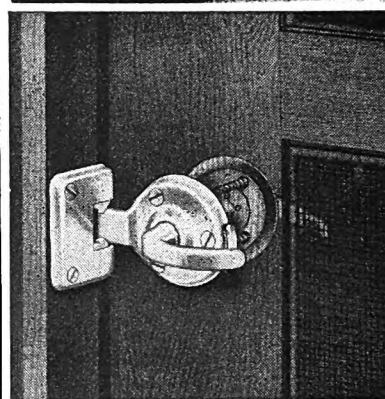
Your voice over the telephone is **YOU**. Though no smile or gesture can be seen at the other end of the wire, you can put a tone or a "sparkle" into your voice which will serve equally well. A mechanically sounding voice is just as bad as an expressionless face.

EIGHT-PAGE BOOKLET

Write Reader Service Department for free eight-page booklet "TELEPHONE USAGE" containing "The Voice With a Smile"—"The Telephone Operator"—"Our Public Contacts"—"First Impressions" and "Your Telephone Personality."

REFER TO HT 1191

IVES SCREEN DOOR LATCH



MODERN

PRACTICAL

DURABLE

The modern Ives Latch is *different* . . . no mortising is required, no fuss or wasted time in fitting. Just drill a hole for the spindle and notch the stop for the latch case. There's no readjustment later because the Ives Latch is unaffected by normal shrinkage or swelling of the door. Latches easily. Locks securely.

Spring demands are here so order from your jobber now. Display material and circulars are available. Write department "T".

THE H. B. IVES CO.

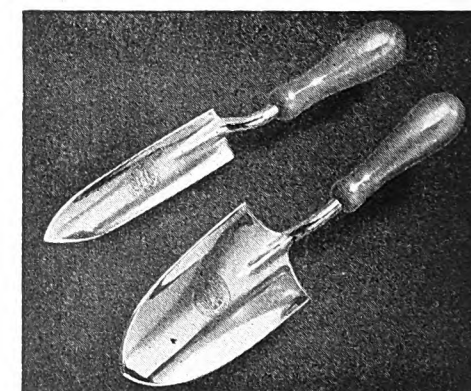
Quality Hardware Since 1876

NEW HAVEN

CONN.

GARDEN TOOLS

REFER TO HT 1192



Description: A new line of Hand Garden Tools recently introduced is said to give practically lifetime service. The tools—transplanting and digging trowels and hand spading fork—are forged from a single bar of steel, and have a polished chromium finish. The durable, weatherproof plastic handles are smooth and comfortable to the hand.

Suggested Retail Price: \$1.00 in most sections of the country.

Suppliers: Wholesalers.

The Union Fork & Hoe Co., 525 Dublin Ave., Columbus, Ohio.

HARDWARE

Today

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS Digest

As Reported by the Trade Press

Do You Know . . .

That a new tile-like, hollow block is made of plastic.

That American tourists last year spent a billion and a quarter dollars for equipment, gifts and souvenirs.

That concrete attacked by frost before it has set will harden, but loses up to 50 per cent of its strength.

That the automobile industry uses more than two-thirds of all the leather upholstery processed in the United States.

That rope can be damaged, even before it is used, by improper removal from the coil. Follow instructions for uncoiling given on tags attached to coils. Don't put a strain on a kinked or "snarled" length of cordage.

That one 100-watt bulb costs 15 cents while four 25-watt bulbs cost 40 cents. The cost of operation is the same for both. But it would take six 25-watt bulbs to furnish the same amount of illumination as one 100-watt bulb.

Carefully compiled records reveal that 12 per cent sales resulted when the customer was left alone until he asked for assistance; only seven per cent sales when the salesman greeted the customer with the words "Can I help you?"

(Continued on page 10)

MAY
1941

Vol. 2

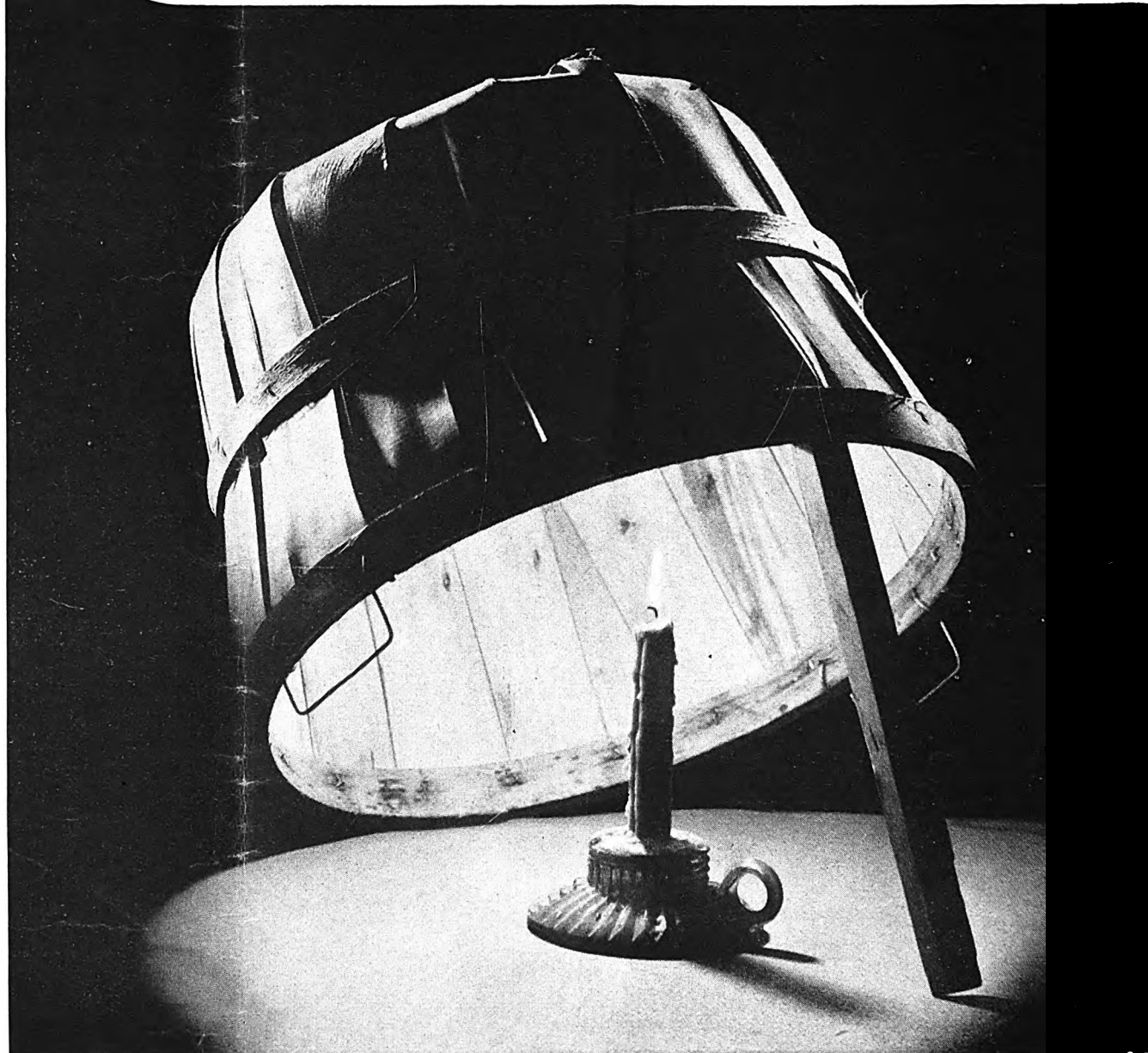
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Are you hiding the light



The Mark of Quality

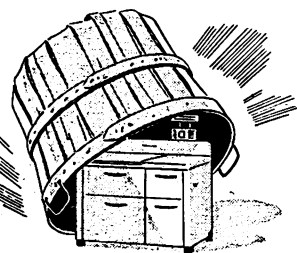
PERFECTION

• OIL STOVES AND RANGES • OIL BURNING WATER HEATERS • OIL BURNING REFRIGERATORS

REFER TO HT 1201

under a bushel?

SHOW PERFECTION'S AMAZING PERFORMANCE... AND YOU'LL SEE THE SALES AND PROFITS IT CAN MAKE FOR YOU!



If you're "hiding" modern Perfections somewhere "in the back"—not *displaying* them—then you're hiding one of your best profit-lights under a bushel!

For modern Perfections are making *real profits* for dealers who do the simple, easy job of *demonstrating* Perfections.

Women *actually marvel* at modern Perfection's performance! It is as fast as gas... *faster* than electricity. There's no smoke, soot or odor; no better baker than Perfection's "Live-Heat" oven. There are even models with connections for outside storage to give continuous fuel supply! And in the huge Perfection market—oil cost is *less* than other modern fuels!

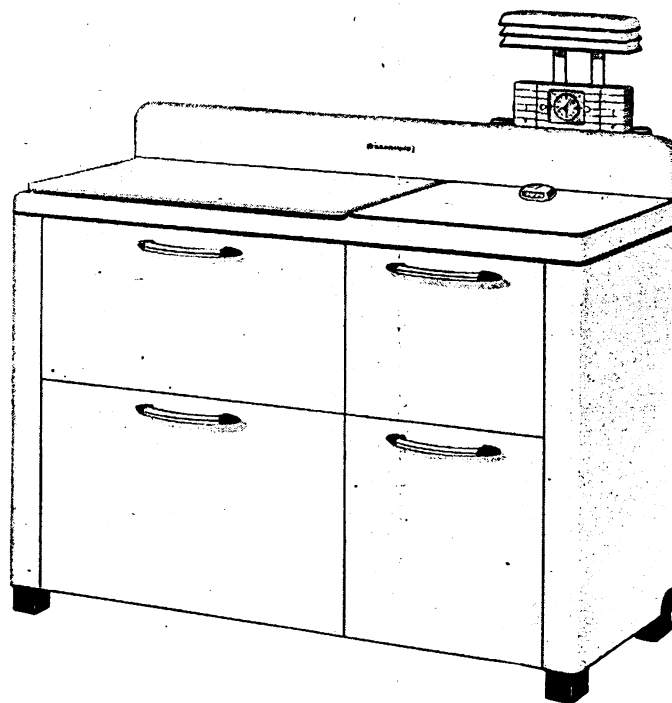
Best of all—there are scores of prospects for a new, modern Perfection... prospects already cultivated to the advantages and economy of oil. Our own surveys prove it! Consider this, too: *Over half* of the oil stoves in use today throughout the world are Perfections! Why? Because of Perfection *performance* and user *satisfaction*!

And—you make more *bankable* profits with Perfection. The more you sell, the more profit you make—profit that doesn't dribble away in expensive servicing.

In newspaper, magazine, outdoor poster and radio advertising, the publicity lights are on full force—showing modern Perfection's amazing performance.

So, let Perfection *show* what it can *do*! Display and demonstration helps are yours for the asking. Perfection will *show* how it can make greater bankable profits for you!

Perfection Stove Co. • 7297-B Platt Ave., Cleveland, O.



Oil Burning RANGES

OIL BURNING SPACE HEATERS • ROOM HEATERS • OIL OR GAS BURNING FURNACES

PAINT DISPLAY

REFER TO HT 1202



Dealer Help: This self-serving "painteria," for the display and sale of seven "Minit-Mix" water paint products, occupies two square feet of floor space and holds sufficient packages to take care of customer's requirements in water paints. The "Minit-Mix" line includes: casein paint for interiors; cement paint for exteriors and base-ments; texture paint; kalsomine; wood putty; wall size, and patching plaster. Write for details.

Reardon Company, St. Louis, Mo.

COFFEE BREWER

REFER TO HT 1203



Dealer Helps: To tie in with June as the month of brides, Cory is offering this new "Bride Special." The assortment includes: invitation cards to mail out to prospects; free bakelite measuring cups; window streamers; counter cards; newspaper mats, and suggestions for compiling mailing list and following through with an effective promotion. Deal also provides an extra value in free replacement glass. Circular giving full details furnished on request.

Glass Coffee Brewer Corp., 325 No. Wells St., Chicago, Ill.

Digitized by Google



EVERLASTING QUALITY

- ★ First to be Wrapped and SEALED in Cellophane
- ★ Perfect Adhesiveness and Tensile Strength
- ★ Strong Distinctive Green Core
- ★ Colorful Attractive Boxes
- ★ A Company in the Insulation Business Since 1878

Sold Exclusively Through Distributing Wholesalers

HAZARD INSULATED WIRE WORKS

Division of the Okonite Co.

Works: Wilkes-Barre, Pennsylvania

New York Chicago Philadelphia Atlanta Pittsburgh Dallas
Buffalo Cleveland St. Louis Boston Detroit Seattle
Washington Birmingham Los Angeles San Francisco

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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VOL. 2

NO. 5

MAY, 1941

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Copyright 1941 by National Research Bureau, Inc., Chicago

FOR BETTER HOMES

During the boom days of the Twenties, there was a great amount of poor construction in this country; a part of the home building industry often sacrificed permanent values for quick profits. Many of the dwellings built during that period deteriorated so fast as to cause many families to lose the savings they had invested in their homes.

Good homes do not just grow. A good design means little unless good materials are built into a house. The value of good materials is lost unless they are incorporated into an attractive and livable home. And design and materials can both be ruined by poor workmanship.

Said John H. Fahey, Chairman of the Federal Home Loan Bank: "In many communities the defense program has already brought about so great a demand for new houses that construction activity is approaching boom proportions. In boom times there is often a temptation for unscrupulous builders to use cheaper grades of material and poorer workmanship.

"The experience of Home Owners' Loan Corporation showed conclusively that the flimsy building of the Twenties was a large factor in the foreclosure wave of the Thirties."

In the interest of the home owner, the building industry, and the lending institution, such construction should be eliminated.

WOOD SIDING NAIL

REFER TO HT 1205

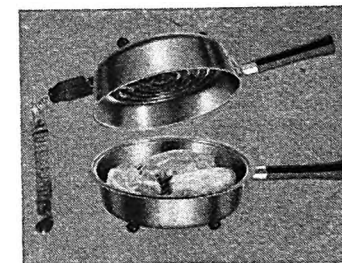


Sales Features: The new "Zinclaid" Wood Siding Stay carries a series of raised, retaining rings on the shank, which prevent "popping" out. Highly resistant to rust, due to a heavy zinc coating, which is said not only to preserve the nail and prevent rust streaks, but to preserve the wood around it by chemical action. Checkered head enables paint to stay on. Available in six sizes. Samples on request.

W. H. Maze Company, Peru, Ill.

BROILER

REFER TO HT 1206



Description: The new "Speedy-Clean" Electric Broiler combines many cooking duties with the added convenience of table-service. Electric grid (removable for easy cleaning) in the top unit enables housewife to broil, fry, boil or toast right on table. Bottom unit equipped with triple-tinned trivet for broiling. Bottom and top are of sturdy gauge steel, heavily plated with highly polished chrome. Both units have three insulating feet to protect table-top; handles of ebonized wood.
The Everedy Company, Frederick, Md.

LUBRICATING OIL

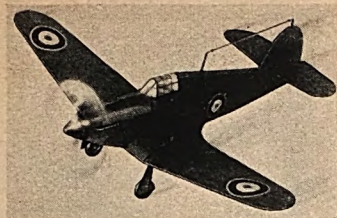
REFER TO HT 1207



Dealer Helps: Marketed for many years in a glass container as a gun oil, "Tri-Pak" is now being introduced as a general utility oil in a new, transparent plastic dispenser, which is nonbreakable and leakproof. Body and spout of container are molded in one piece; the "label" is lithographed in bright colors on a thin piece of transparent plastic, inserted inside of dispenser. After filling, a red plastic base is inserted and automatically sealed. Tri-Pak Company, 82 Brady St., San Francisco, Calif.

MODEL AIRPLANE

REFER TO HT 1208



Prospects: Hobbyists.

Description: Recently introduced is a new model airplane kit, the "Supermarine Spitfire" Kit No. A33—patterned after the fastest R. A. F. plane now in service.

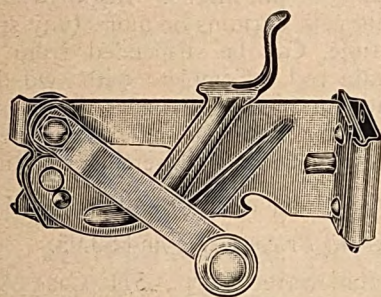
Suggested Retail Price: 10c each.

Suppliers: Wholesalers.

Comet Model Airplane & Supply Co., 129 W. 29th St. Chicago, Ill.

CAN OPENER

REFER TO HT 1209



Sales Features: The new, wall-type "Rival" Can Opener No. OC-141 opens cans of all shapes cleanly and smoothly, leaving a perfect beveled edge. New type, non-slip lever handle safe and easy to use. Opener remains in place firmly and securely locked while in use. Strong, self-forming spring construction; all wearing parts of special hardened steel; all-over silvery protective finish. Furnished with plastic handles in various colors.

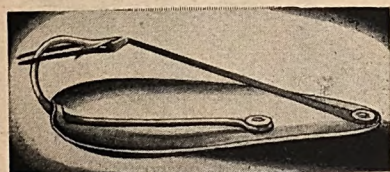
Dealer Helps: Descriptive folder.

Suggested Retail Price: \$1.00.

Rival Manufacturing Co., 307 Westport Road, Kansas City, Mo.

BAIT

REFER TO HT 1210



Description: The "Weedemon" Weedless Spoon is a new idea in weed guards. Weed guard is made of flat spring steel, die-stamped and formed in such a way that it sets against the point and side of hook. It is rust-proofed, making it a positive weedless spoon with no adjusting necessary after cast. Spoon has wobble action—will not spin. Spoon body made of non-rusting material.

Package and Shipping Weight: 1 doz. assorted on card: 8 nickel, 2 brass and 2 copper.

Price: 35c ea.

Steelstamp Corp., 3877 N. Richards St., Milwaukee, Wis.

Let this Animated Dynamite explode —harmlessly

- The TNT packed into 50 pounds of "regular dog" can cause plenty trouble if it has no safe, natural outlet.

Not only to work off surplus energy but to maintain normal health, a dog should be given his daily dozen and more—at the end of a TENSIO DOG RUNNER CHAIN. It's far cheaper than a visit by the veterinary.

Show TENSIO DOG RUNNER CHAIN to your customers. Remind them that a dog that's worth his keep needs and deserves regular exercise. Sales will follow as a matter of course.

The snap on one end of the chain slides on the wire or cable. The snap on the other end fastens to the dog's collar. Swivels on both snaps and in the center prevent twisting.

TENSIO DOG RUNNER CHAIN is made of Nos. 4, 2, 1, 1/0, 2/0 Tensio chain in 10, 12 and 15 feet lengths. Bright, nickel-plated or galvanized finish.

Ask your distributor's salesman about this "easy-money-maker."

Sell "AMERICAN" when you sell chain

AMERICAN CHAIN DIVISION

YORK • PENNSYLVANIA



AMERICAN CHAIN & CABLE COMPANY, Inc.



ESSENTIAL PRODUCTS . . . AMERICAN CABLE Wire Rope, TRU-STOP Emergency Brakes, TRU-LAY Control Cables, AMERICAN Chain, WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting Machines, FORD Hoists and Trolleys, HAZARD Wire Rope, Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment, OWEN Springs, PAGE Fence, Shaped Wire, Welding Wire, READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIGHT Hoists, Cranes, Presses . . . *In Business for Your Safety*

REFER TO HT 1212

FARRELL-CHEEK
FIRE-FIXER
tools

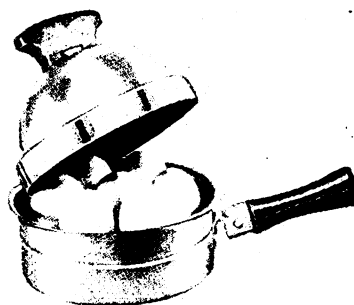
Good Quality, Practical Design, and Convenient
Use Has Made The **FIRE-FIXER** Line The
"LEADER" in Furnace Tools.

ASK YOUR JOBBER FOR NEW 1941 CATALOG,
OR WRITE DIRECT TO:

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

EGG COOKER

REFER TO HT 1213



Prospects: Housewives, campers, restaurants, sandwich shops, etc.

Sales Features: The "Whistling Egg-O-Lator" is an automatic egg cooker that is said to prepare steam-cooked eggs hard, soft, medium, poached or scrambled, just as wanted, without timing, watching, danger of burning or over-cooking. Whistle blows when cooking starts and blows again when done. Eggs are cooked in live steam generated with a few spoonfuls of water; triple-terraced bottom saves heat and turns water into steam in a few seconds. Made of chrome-plated steel, with polished aluminum dome. Complete with pans.

Dealer Helps: Consumer literature.

Suggested Retail Price: \$1.99 complete.

The Egg-O-Lator Co., 612. North Michigan Ave., Chicago, Ill.

The TREND OF BUSINESS Today

NON-FARM EMPLOYMENT: Secretary of Labor Perkins reported April 26 that employment of 37,218,000 persons in non-agricultural jobs was "the highest level on record" for a similar month. The total represents an increase of 290,000 jobs over February; 2,366,000 more than in March, 1940, and 1,541,000 more than March, 1929. Greatest gains were in manufacturing and trade groups, with an increase of 165,000 factory workers "largely due to the steadily expanding employment in defense industries" and a gain of 69,000 in wholesale and retail trade employment.

RADIO: Surveys of the business done by the radio industry place the increase in sales for 1940 at least 25 per cent over 1939.

An analysis of 1940 Radio Homes, based on the 1940 U. S. Census, reveal that families in those counties containing no towns over 2,500 population average 38 per cent without radios.

CONSTRUCTION AWARDS: Construction contracts awarded in 37 states in the first quarter of 1941 aggregated \$1,055,481,000, the highest figure since 1929, and compared with \$668,943,000 in the corresponding period a year ago, the *F. W. Dodge Corporation* reported today.

Awards for March had a dollar value of \$479,903,000, an increase of 76 per cent over 1940.

RESIDENTIAL BUILDING: In the first quarter this year 84 per cent of residential building contracts awarded were for private ownership, indicating that private capital is flowing into construction in increased volume.

SALES COMPARISON: A summary of data, compiled from *Local Market Surveys*, indicated that in 14 areas for which such figures were reported, power companies sold 12.07 per cent of the 1940 appliance dollar volume, while the remaining 87.93 per cent passed through independent retailers and mail order houses.

INDEPENDENTS' SALES 75 PER CENT: Independent retail stores account for nearly three-fourths of all retail sales volume, according to figures made public by *Vergil D. Reed, acting director of the Census*. Chains, although outnumbered 13 to one by independents, did 21.7 per cent of the trade.

TOY SALES: With sales running from 50 to 60 per cent ahead of last year's figures, the *1941 New York Toy Fair* came to a close.

LIGHTING SALES: Dealers report retail trade averaging from 7 to 11 per cent over a year ago with the demand for appliances exceptionally good. The demand for fluorescent equipment is boosting lighting sales to a high level.

HOME WARES AND CHINA: Evidence of slow deliveries continued to stimulate retailers' efforts to cover future needs. In home wares, shipment dates were being pushed further ahead. Chinaware was said to require almost four months for the completion of order.

PRICE CHANGES

The Vollrath Co., Sheboygan manufacturers of enameled cooking utensils, have increased their list price 5 to 10 per cent. Labor costs have been of prime importance for this step.

The list price of the "Mixmaster" mixer was increased \$1.00 and is now \$24.75, effective immediately, was announced by the Chicago Flexible Shaft Co.

Prices on four numbers of General Electric washing machines were increased \$5.00. The increase applies to models Nos. 121, 122, 322, 422, these formerly retailing for \$59.95 to \$89.95, respectively.

(Continued on page 7)

CURTAIN STRETCHER

REFER TO HT 1214



Description: Curtains stretched on the new pinless Universal Curtain Stretcher will be found to hang straight, without scallops or pin marks. Requires no preparatory setup, and does six curtains or more (any style, fabric or size) at a time. Can be suspended from any door or shower curtain rod. Complete with two door hangers, two felt pads to prevent hangers from marring door, a flat rod inserter, and a round rod inserter, to prevent snagging and tearing when inserting rods in curtain.

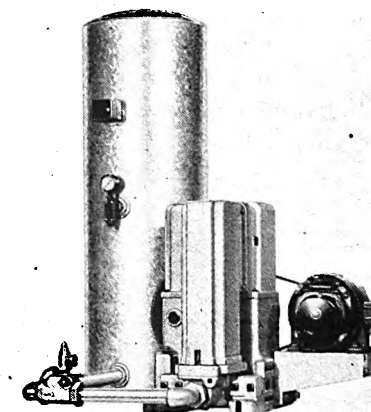
Dealer Helps: Hand out or mailing circulars available.

Suggested Retail Price: \$2.95 and \$3.95.

Universal Homewares Corp., 511 Cass Ave., Detroit, Mich.

WATER SYSTEM

REFER TO HT 1215



Sales Features: Precision construction of a new type deep well water system, the "Monitor Silent Flow," is said to insure smooth, quiet operation, thus eliminating water pipe noises. Simple, straight-line design of the single herringbone drive gear and pitman gives free access to the well casing. Complete discharge unit can be easily removed from the working head and lowered to any sub-frost level with only two lengths of pipe and one length of pump rod. Air pressure pump is also removable without dismantling pump.

Price: Complete with 1/2 h.p. motor and pressure tank, \$133.00 f.o.b. distributing point.

Baker Manufacturing Co., Evansville, Wis.

PRICE CHANGES

(Continued)

ALUMINUM WARE, CAST—Advanced 10 per cent.
AXES—Advance of 50 cents a dozen on men's size chopping axes by one manufacturer.
BABBITT METAL—Advanced 5 per cent to 10 per cent by one manufacturer.
BENCH SCREWS—Advanced 14 per cent by one manufacturer.
BLACKSMITH'S VISES—Advanced 10 per cent to 20 per cent on blacksmith and machinists' vises.
BRASS FITTINGS—Advance 5 per cent on entire line announced by one manufacturer.
BRUSHES—PAINT AND VARNISH—Advanced 5 per cent by one manufacturer.
CANVAS BELTING—Advanced 5 per cent by one manufacturer.
CEMENT DRILLS—Advanced 20 per cent by one manufacturer.
CORN BROOMS—Advanced 25 cents a dozen by one manufacturer.
COTTON ROPE—General advance of 2 cents a pound.
CUTLERY—One large maker announced a 5 per cent advance on cutlery.
DRAINAGE FITTINGS—General advance of 15 per cent.
ELECTRIC HEATERS—Advanced 25 per cent by one manufacturer.
EXPANSION BOLTS—General advance of 10 per cent.
FORCE PUMPS—General advance of 5 per cent.
FURNACES—General advance of 5 per cent.
HACK SAW FRAMES—Advance of 10 per cent reported by one manufacturer.
HAMMERS, HATCHETS, EDGE TOOLS—Items in the lower brackets have shown recent advances of around 10 per cent; some as much as 20 per cent.
HOSE CLAMPS—Small advances by two manufacturers.
LAMP CORD—General advance of 5 per cent.
LATHE CHUCKS—General advance of 10 per cent.
LAWN RAKES—Small advance by one manufacturer.
LOCKS, AUXILIARY—A 2½ to 5 per cent advance in price was made effective February 24th.
MOP HANDLES—Advanced 7½ to 10 per cent by several manufacturers.
PIPE FITTINGS—General advance of 5 per cent.
PIPE WRENCHES, THREADERS, CUTTERS, VISES—Advances 10 per cent by one manufacturer.
PITCHER PUMPS—Advanced 5 to 10 per cent.
PLUMBING SPECIALTIES—Advance of 10 to 15 per cent on entire line of 1,500 items by one manufacturer.
POULTRY NETTING—General advance of 8 per cent.
PRESSURE COOKERS—Advanced 5 to 20 per cent by two manufacturers.
RANGE BOILERS—General advance of 15 per cent.
SAWS—Advance of 10 per cent on low price cross cut and circular saws reported by one manufacturer.
SCREWS, CAP AND SETS—General advance of 10 per cent.
SHOE LEATHERS—General advance of 10 per cent.
SINK FAUCETS—Advanced 10 per cent.
SOLDER—Advanced 5 to 10 per cent by one manufacturer.
STEAM AND HOT WATER BOILERS—General advance of 5 per cent.
STEEL RULES—General advance of 6 per cent.
STEEL STOCK TANKS—Advanced 5 per cent by one manufacturer.
STOP AND WASTE COCKS—General advance of 5 to 10 per cent.
STOVE PIPE DAMPERS—Advanced 5 per cent.
STOVES—Increase of from 3 to 5 per cent, and in some cases as high as 10 per cent in prices to wholesalers, as compared to fall, 1940.
TIN VACUUM WASHERS—Advanced moderately by one manufacturer.
TOGGLE POLTS—Advanced 10 per cent by one manufacturer.
WASH BOILERS—Advanced 3½ per cent.
WIRE ROPE—Advanced 10 per cent by one manufacturer.

\$1,000.00

REWARD

**TO THE HARDWARE MAN WHO CAN DISPROVE
 THAT "WELDWOOD WATERPROOF GLUE IS
 THE BEST ONE-PART PLASTIC RESIN GLUE"
 NOW ON THE MARKET**



WELDWOOD GLUE
RESIN GLUE "B"
RESIN GLUE "C"

Comparative Tests of Weldwood and Competitive Glues

BIRCH			GUM			FIR		
Dry Shear	Wet Shear	*Forest Products 3½ cycle	Dry Shear	Wet Shear	*Forest Products 3½ cycle	Dry Shear	Wet Shear	*Forest Products 3½ cycle
446 psi	473 psi	413 psi	352 psi	306 psi	301 psi	232 psi	173 psi	93 psi
82%	63%	30%	99%	95%	95%	85%	34%	6%
384 psi	362 psi	270 psi	338 psi	127 psi	16 psi	212 psi	138 psi	57 psi
80%	2%	4%	99%	20%(a)	5%(b)	82%	18%	0%(c)
358 psi	270 psi	173 psi	383 psi	259 psi	194 psi	212 psi	96 psi	T.F.
56%	2%	0%	100%	24%	3%	60%	4%(d)	(e)

NOTES: "p.s.i." indicates "Pounds per Square Inch." Italic figures indicate per cent of WOOD failure (not glue failure) in specimens tested. (a) Total glue failure in 4 strips (b)...11 strips (c)...2 strips (d)...1 strip (e)...all strips.
 *The Forest Products 3½ cycle test consists of 16 hours soaking in water at room temperature followed immediately by 8 hours baking at 145 degrees F. These sequences are repeated 3 times, followed by a final 16 hr. soak after which the specimen is immediately placed in "Riehle" testing machine for shear test.
 "Wet test" results are ordinarily lower than "dry test" results, due to the weakening of the wood from absorption of moisture. Authority: U. S. Dept. Agriculture, page 61 Wood Hand Book, "wood increases in strength as it dries. (Wilson, Tech. Bull. page 282)."

WELDWOOD Plastic Resin WATERPROOF GLUE
 is accepted for AIRCRAFT by U. S. Army and Navy, and C. A. A.

The above tests were made in the laboratories of the Plaskon Co. They can be duplicated by any testing laboratory. These results may come as a surprise to others, but they only confirm the long series of laboratory and field experiments made in our behalf BEFORE a single can of WELDWOOD GLUE was offered to the public. Long before WELDWOOD GLUE was marketed we KNEW it was WATERPROOF, ROT PROOF, STAIN FREE and ENDURING. That is why it revolutionized glueing and invited imitations.

WELDWOOD mixes easily, you don't have to be a chemist to compound it or an expert to apply it. It is a fine powder without lumps—and you can be sure it will do the work claimed for it. A Glue Manual will be sent any reader who would care to know more about plastic glue.

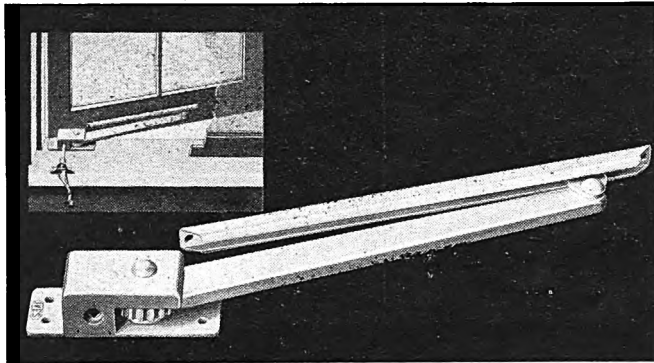
UNITED STATES PLYWOOD CORP., 616 West 46th St., New York, N. Y.
 The world's largest producers and distributors of PLYWOOD

WELDWOOD

PLASTIC RESIN

WATERPROOF GLUE

REFER TO HT 1217



CASEMENT WINDOW OPERATORS

The name "IVES" on builders' hardware has been identified with high quality and practical design for more than 65 years.

Write for folder T-1 on Ives Casement Window Hardware showing installation details, illustrations, sizes and finishes available. Sent free on request.

All Ives products distributed through the Builders' Hardware trade.

"Quality Hardware Since 1876"

THE H. B. IVES CO.

Quality Hardware Since 1876

NEW HAVEN

CONN.

PHOTO ALBUM

REFER TO HT 1218



Description: For mounting pictures in the new Pocket Photo Album, only "Miracle-strips," with adhesive, are used. The protective covering on adhesive is removed and the print smoothed onto the strip. Each print constitutes a full page. Plastic front cover and tube-binders. Book holds a full roll of prints.

Dealer Helps: Packaged 12 to a display card, 3 each of 120, 620, 116 and 616 film sizes.

Suggested Retail Price: 10c each.

Edwin M. Phillips & Company, 420 Lexington Avenue, New York, N. Y.

SCANNING THE FIELD for ideas

"HOT WEATHER" SALE

Last year during the hot-weather months, a Texas dealer got in a shipment of firescreens, andirons, fire sets and similar merchandise. Seeing some of the women's ready-to-wear shops displaying fur coats in July and August, he concluded that if they could show fur coats, he could show fireplace sets. He happened to have a window that was waiting for a good display; so he put in a "bang-up" display of the merchandise and sold more than two hundred dollars' worth during the next 40 days — although the season hadn't opened yet. As the result of this experience, dealer is featuring these articles the year-round.

SALES INCREASED

A progressive dealer in Illinois arranged a display of cooking utensils adjacent to the space reserved for major appliances and immediately sales in these items picked up. Women who came in to buy a stove or refrigerator saw the pots and pans, and in the majority of instances, found something they wanted. Naturally, the housewife wanted some new cooking utensils to go with her new stove, and it wasn't hard to convince her that she should have them.

LIGHTING FIXTURE DISPLAY

An interesting and attention-compelling window of mass displays of electric lamps and a variety of wiring needs was set up by a hardware store in Minneapolis. A sign running across the top of the window read: "Modernize Your Home with . . . Lighting Fixtures." To attract further attention, colored flashers were placed in each glass bin. Window cards called attention to smaller electric table appliances and heaters on sale. The display stopped passers-by and stimulated sales.

TEN DAYS' TRIAL

A dealer in Michigan claims to have averaged about five shavers a day during the first ten days of an electric shaver promotion. Newspaper space — employing both original copy and manufacturer's mats — was used, tying in with an effective window display. The public was also invited to try a demonstration unit, and as a further inducement, a ten days' trial was offered with time payments of \$2.00 down and 50 cents per week.

NO "BLUE" MONDAYS HERE

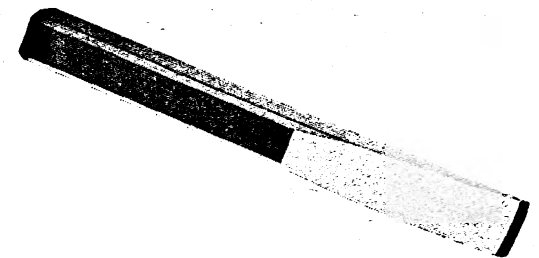
A store in West Virginia has inaugurated the idea of "Monday Specials" as a means of getting customers in the store on an otherwise dull day. Only one special is offered each Monday. On Saturday or Sunday, an advertisement — always of the same appearance and approximate size — tells what the "special" is and in what department it will be found. Owner claims that the "Monday Specials" are always successful, which he attributes to the fact that the items offered are always genuine values and customers have learned that they can be relied on.

BRIDE'S REGISTER

To tie in with June as the month of brides, an enterprising dealer has set up a bride's register where prospective brides may specify for the information of friends data as to exactly what they would like as gifts. Brides-to-be are invited to visit the store, and in the course of a conducted tour of the departments, they are asked to check off in "gift list" booklets exactly what appliances they would like to have. This service is publicized in newspaper ads so that friends will visit the store when shopping for gifts.

CHISEL

REFER TO HT 1219

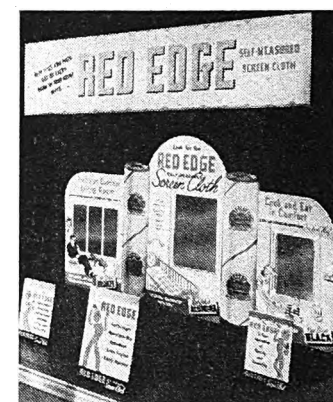


Description: This new cold chisel, produced in popular square design, is of chrome alloy steel, claimed to keep its head and hold its sharp edge under severe pounding. Supplied in natural, with red top, and nickel plated finishes. Also furnished in high carbon steel in natural and nickel finishes. Wide range of sizes available in both models.

The Vlchek Tool Co., Cleveland, Ohio.

SCREEN CLOTH

REFER TO HT 1220



Dealer Helps: A new window and counter display for "Red Edge" Screen Cloth uses real screen in the simulated windows. Display stands 30" high and opens to a width of approximately 48". Each of the three panels features a type of "Red Edge" Screen. Small easel-cards presenting selling points and a 50" window streamer accompany the display.

Reynolds Wire Co., Dixon, Ill.



"YOU DON'T UNDERSTAND. I SAID, 'BEFORE HE BUYS THIS, THE CUSTOMER WANTS TO SEE US SPRAY'."

Digitized by Google

SCANNING THE FIELD FOR IDEAS

(Continued from page 8)

HOBBY WEEK

An Illinois retailer has initiated a father and son promotion, setting aside one week as "Father and Son Hobby Week." A window setup consists of a work bench with the usual trimmings, vise, saw, etc., and with model parts strewn along the top of the bench. Two window figures, one of a man, the other of a boy, are set up in front of the bench, and several explanatory signs and window cards are placed around them. The store inside is trimmed with various models built by fathers and sons. The following letter is sent to a mailing list of boys:

Dear Friend:

For a long time we have felt that there must be a lot of Dads who would get a big kick from model building. Just to see if we're right, we have set aside next week as "Father and Son Hobby Week." We'd like to meet your Dad and show him some of the fascinating models on display in our store. Won't you stop in with him one evening next week? We know he will thank you for bringing him.

To remind each customer of his store and service, the dealer gives away lead pencils with his name imprinted.

ANIMATED MONKEY

To increase sales in his paint department a progressive western dealer used this intriguing display to "stop 'em": A monkey, made of brown composition board, hung by his tail to a plank between two ladders, holding a small paint brush in one hand and a small paint pail in the other. The two ladders "supporting" the plank were painted on the back panel, which represented the side of the house. A concealed motor back of the panel was attached to the tail of the monkey, making the monkey swing slowly back and forth between the ladders as if painting. In the foreground of the display were rows of paint cans, brushes and other supplies. A window card read: "Don't Monkey With Inferior Paint."

FREE LAUNDRY SERVICE

During special demonstrations of laundry equipment, a retailer in Indiana offers to wash free of charge all laundry that is brought into the store. During the actual laundering period, the salesmen demonstrate all features of the washers, dryers and ironers.

FREE SEEDS

An eastern hardware dealer claims that garden seeds are among his best store traffic builders. In addition to this, his seed business has been developed to a point where it is practically a year-round business. "People in our community think of our store as headquarters for almost any variety and for the highest quality of seeds," explained the owner. "Giving the boys and girls who come to the store with their parents free vegetable or garden seeds is a practice which helped to establish our reputation. The boys receive watermelon and cantaloupe seeds and we ask them to bring us one melon in return for the seeds. The girls receive flower seeds. This practice pleases the parents and they remember the store because of it."

"COUPON SPECIALS"

"Coupon Specials" are good business builders for a hardware store in Cleveland. Advertised in Thursday's Shopping News, at least two are offered every week and are out on sale in the store for three days—Thursday, Friday and Saturday. The customer is asked to clip the coupon and bring it in, in order to be eligible to buy the advertised specials. Merchandise selected for the "Coupon Specials" are items which might ordinarily not be sold in the store, in order not to kill the demand for regular business later on. Being specially bought merchandise and being handled as a separate department allows the store to sell the items at a very attractive price, which is part of their appeal.

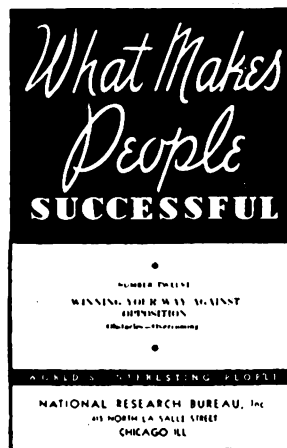


What Makes People SUCCESSFUL

DO YOU KNOW—

That ten thousand notable figures in the history of the world have had 10,000 different individualities? No two of us are alike. Wilson, Clemenceau, Ford, Chauncey Depew, Mark Twain, Will Rogers, Einstein, Eleanor Duse, Queen Marie of Rumania—all different! Lincoln, Napoleon, Cromwell, Dr. Johnson, Robespierre, Richard Coeur de Lion, Joan of Arc, St. Francis, Cleopatra, Alexander the Great. All different.

And yet each of them cultivated one or more outstanding characteristics that made him successful.



The cost of WHAT MAKES PEOPLE SUCCESSFUL is \$5.20 for the complete set of 52 booklets.

Why not have this sales training program sent to you at once so you can examine its many useful features at your leisure? Just mail the coupon and the 52 booklets will be sent to you on approval for 15 days' examination.

There is no obligation. You merely agree to return the booklets at the end of the examination period or send remittance at that time.

A SALES TRAINING PROGRAM THAT IS DIFFERENT

That one question — What Makes People Successful? — probably has promoted as much thought among human beings as any other.

Dealing with people is undoubtedly the biggest problem salespeople have to face. There seldom has been a time when it was more important for a person to know HOW TO GET ALONG WITH OTHERS than now.

If one is to be successful in selling, he must have the knack of getting along with people. He must understand them; must adjust his thinking to theirs; must be able to win their friendship and cooperation.

In studying the life stories of those who have worked themselves up to the top, it was found that they had developed a few outstanding characteristics and personality traits which enabled them to stand head and shoulders over their fellow men.

Six years ago the National Research Bureau determined to find out WHAT MAKES PEOPLE SUCCESSFUL — why one salesperson is more successful than others — what qualities did he or she develop that others neglected. The Bureau's staff reviewed, condensed and digested in brief form the success experiences of more than 500 of the world's most famous men and women.

FIFTEEN DAYS' EXAMINATION ON APPROVAL

NATIONAL RESEARCH BUREAU, INC.

320 NORTH LA SALLE STREET
CHICAGO, ILLINOIS

PLEASE SEND US 52 ISSUES OF YOUR CAMPAIGN

WHAT MAKES PEOPLE SUCCESSFUL

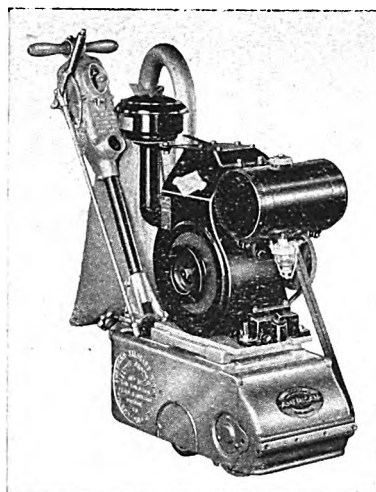
AND INVOICE US AT \$5.20

We have the right to return this program for full credit within 15 days from receipt of material.

Name _____
Firm _____
Street _____
City _____

FLOOR SANDER

REFER TO HT 1222

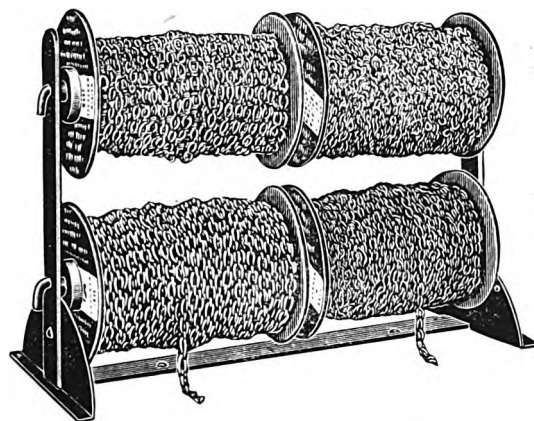


Sales Features: The new American Standard Floor Sander is adaptable to either electric or gasoline motors. Use of the gasoline unit (illustrated above) does not alter design of the machine—all that is necessary is to loosen one bolt and slide the gasoline platform off and put electric motor in its place for ordinary operation. Available in two sizes: one with an 8" width sanding drum, and the other with a 12".

American Floor Surfacing Machine Co., Toledo, Ohio.

CHAIN DISPLAY

REFER TO HT 1223



Dealer Helps: This new display stand is designed for counter top. Carries four reels of the following sizes and patterns, 100 feet each: No. 0 Solid Brass Safety Chain; No. 7 Tenso Chain, Nickel Plated; No. 16 Solid Brass Single Jack Chain; No. 91 Safety Chain, Galvanized. Reels carry labels giving size, type, finish, tensile strength, weight, and price.

American Chain Division, American Chain & Cable Co., Inc., York, Pa.

BUSINESS DIGEST

(Continued from page 1)

If appliance volume in your store is 20 per cent of total sales, then every time your margin is cut one per cent on appliances you must step up margins on the balance at least one-fourth of one per cent — to keep the same gross margin dollar available for overhead and profit.

The Color Research Laboratory of the Eagle Printing Company, New York City, has offered, after detailed study, an appropriate set of color standards for the months of the year, and for each season. The completed list follows:

Spring	Pink and green.
Summer	Yellow and blue.
Fall	Orange and brown.
Winter	Red and black.
January	Black and white.
February	Deep blue (flag blue).
March	Gray or silver.
April	Yellow.
May	Lavendar (lilac).
June	Pink (rose).
July	Sky blue.
August	Deep green.
September	Orange or gold.
October	Brown.
November	Purple.
December	Red.

Advertising is one of the best selling tools. Tests have shown that the life of a catalog in the home is from 20 to 90 days.

Retail advertising has by no means yet achieved the full heights of its possibilities. The wide range of stocks and services provided by the modern hardware store is capable of far more entertaining treatment than we have yet accomplished.

Many newspaper ads stress price appeal to the exclusion of everything else. The advertiser, in his enthusiasm for his bargain, forgets to sell any other appeal for the merchandise. In almost every instance an appeal to human instinct could be inserted into the ad without the use of extra space, making the copy do a far better sales job.

A national survey now being conducted by the newspapers through their Publishers' Association brings to light many interesting and helpful facts concerning reader reactions which merit the careful study of advertisers. The findings indicate very clearly that the familiar blood-and-thunder Cut-Rate store layouts, crowded with items, cuts, and boldface prices, do not command anything like the attention that their sponsors fondly suppose. They rate deservedly low in reader interest, as do the majority of conventional Bargain Basement advertisements.

There is nothing mysterious about "better selling." It is simply "better explaining," coupled with good common sense employed in telling the customer the many advantages of a product having greater values through greater utility and service—a product which more fully does the job for which it is intended.

If you can sell an idea, rather than a price, you can not only achieve volume but profit as well, because you steer the minds of customers away from the price tag—and that is just as it should be.

Refer to HT 1224

WASHER

REFER TO HT 1225

Sales Features: A recent addition to the "Laundry Queen" line is Model 4180M, with "Thermal" type double-wall porcelain tub, 8-pound capacity. Frame and drainboard of "Wring-Master" wringer of one-piece heavy aluminum; ends of frame, baked white enamel; highly polished drainboard. Invertible "Duo-Disc" agitator provides advantages of "submerged" and "surface" agitation in one washer. Ball-bearing transmission. Motor: 1/4 h.p. General Motors.

Automatic Washer Co., Newton, Iowa.

HEAT TABLET

REFER TO HT 1226



Prospects: Campers, hikers and hunters.

Description: This "Heatab Cookit" unit consists of a metal container, metal grill, and one tube of "Heatabs." Made of a chemical combination in round pill form, "Heatabs" are claimed to be non-poisonous and give off no odor or smoke while burning; ignite quickly and easily, and burn with a maximum intensity until completely used up. Pill provides a sufficient amount of heat to properly prepare an eight-ounce can of soup.

J. W. Speaker Corp., Heatab Division, 1655 N. Water St., Milwaukee, Wis.



"HEY, MAC! NEVER DEMONSTRATE A LAWN SPRINKLER IN THE STORE."



DESIGNED FOR TOP SALABILITY

ASK YOUR SUPPLIER—ABOUT

AUTOYRE

OAKVILLE, CONNECTICUT

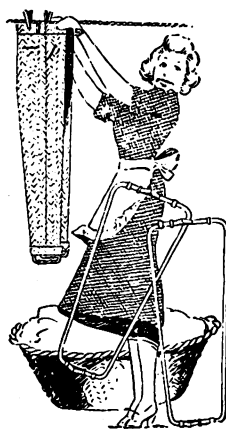
BATHROOM & KITCHEN FIXTURES

Chrome, cadmium, white enamel lines at 10c, 25c, 50c

WRITE FOR CATALOG INSERTS

PANTS CREASERS

REFER TO HT 1227



Description: These "Flat Steel" Pants Creasers eliminate the hard part of ironing trousers. Can be used on heavy corduroy as well as light wash trousers. Easy to use—one frame is inserted in each trouser leg from top, frames then opened as far as trousers will allow, and locked by sliding ring up on the incline. May also be used to keep trousers in press. Three sizes available: Standard—waist 28" to 38"; Large—waist 34" to 48"; Junior—waist 22" to 32".

Flat Steel Mfg. Co., St. Louis, Mo.

MOP

REFER TO HT 1228



Sales Features: The "Rubon" Wedge Mop, being dry-treated, may be used for all dusting—on woodwork, walls and floors. Handle is self-adjusting, keeps the wedge-shape mop flat, and will go under the lowest furniture, in the corners, on the stairs, and other hard-to-reach places. Two sizes: Large and Junior. Other styles available.

Dealer Helps: Handout folders.

Suggested Retail Price: Large Mop, with 54" handle, \$1.50; Junior, \$1.00; "Rubon" Polish, 60c pt., \$1.00 qt. The Rubon Woodfinishing & Products Co., 500 West 7th St. Kansas City, Mo.

SUNGLASSES

REFER TO HT 1229

Dealer Help: Deal No. 19, now available to dealers, consists of 4 dozen Sportsmen's Sunglasses mounted on an attractive revolving display.

Total Retail Value: \$16.56; cost to dealer, \$8.40 for glasses only (display free).

Suppliers: Wholesalers.

American Spectacle Co., Inc., 136 W. 52nd St., New York, N. Y.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them throughout the country.

Stimulated by spring weather and the imminence of the traditional moving season all house cleaning items received quick response.

Curtain stretchers, furniture and floor waxes, mops, soaps, shelf papers; these and a myriad of other items brought activity.

"Adap-Table"—Repeat promotion at \$3.98 in wide variety of finishes drew good response. (Esmco Products, Brooklyn, N. Y.)

Aluminum Ware—responded to advertising with a bang. Steel Cabinets and Porcelain Table Tops—featured at \$5.95 mentioned as best sellers.

Bathroom Supplies—Kept up at good pace.

Bissell Sweepers—at \$3.19, stepladders at \$1.00; metal hampers at \$1.00, were items of special interest and numerous sales were recorded.

Curtain Stretchers—were items of interest to house-cleaners. Prices varied from \$1.39 to \$5.49. (Quaker and Chicago Curtain Stretcher).

Detecto Bath Scales—saw substantial increase, pyralin top hampers and chenille mat and seat cover sets also moving well.

Electric Mixer—"Culinaire" electric mixer, featured at \$9.95, saw fast action. (P. A. Geier).

Electric Washers and Refrigerators—Major appliances picked up due to threatened metal shortage, customers, accepting price increases. Electric washers and refrigerators were outstanding items.

Enamelware—Promotion of Vollrath enamelware at \$1.00 per item showed excellent results. About 10 different items were offered at this unit price.

Fertilizer and Grass Seed—got off to an early start.

Indoor Seed-Starting Set—at 50 cents. A neat set of 3 water-proofed boxes with 4 seed-starting trays, each with a "reservoir" to prevent over-soaking of seeds. (Dennison's.)

Irons—Combination of G-E Dial-The-Fabric electric iron and Met-L-Top ironing board at \$9.95 for both won fair consumer response. Iron has fabric dial, is chrome plated with black Bakelite handle, 4½ lb. weight (General Electric Co.)

Kitchenware Sets—Prominence was given to a 6-piece set of Revere Copper-Clad kitchenware selling at \$19.95.

Portable Washer—mentioned as among best sellers.

Pots and Pans—Outstanding throughout the month, moving without particular promotion.

Round Mirror—with attached utility shelf at \$1.69 received promotional interest. Round, unframed mirror is 16¾" in diameter; attached glass shelf is 4" wide, 16" long, has front metal guard rail. (Handy Andy Specialty Co., New York.)

Steel Kitchen Cabinets—in matched units to give a built-in effect, were displayed with interest. Cabinets for wall or floor have rounded corners, chrome handles and rigid wall supports; screws are supplied to attach. Floor cabinets have black finished base line; wall cabinets have right or left hand opening, all wall cabinets 12" deep . . . 30" x 18" at \$3.99; 30" x 22", \$5.89; 18" x 18", \$2.99; 18" x 22", \$4.69. Floor cabinets, 30" high and 20" deep . . . 16" x 20", \$5.99; 20" x 24", \$7.49. (M. Kamenstein, Maspeth, L. I.)

Stoves—Also were mentioned as good items.

Washers—In major appliances, washers took first place. (General Electric), with the new "Laundro-Mat" (Westinghouse) getting off to a nice start, promoted at \$194.50.

Wooden Cabinets—of varying sizes were good sellers.

REFER TO HT 1230

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all backfiring and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.



YOUR JOBBER CAN SUPPLY YOU.

Calbar Paint & Varnish Co.

Mfrs. of Technical Products

2612-26 N. MARTHA ST.

PHILADELPHIA, PA.



FISHERMAN'S KIT

REFER TO HT 1231

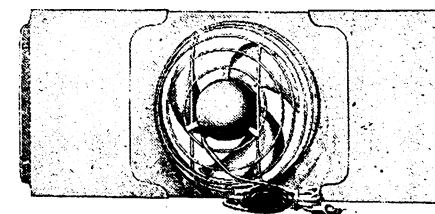


Dealer Helps: The "Fly Fisherman's Kit" has been designed to take care of the fisherman's every-day requirements in one handy package. The kit contains a supply of line dressing, fly dressing, reel oil, and ferrule cement. Nationally advertised.

Triggs-Michael Co., Inc., Fort Wayne, Ind.

KITCHEN VENTILATOR

REFER TO HT 1232

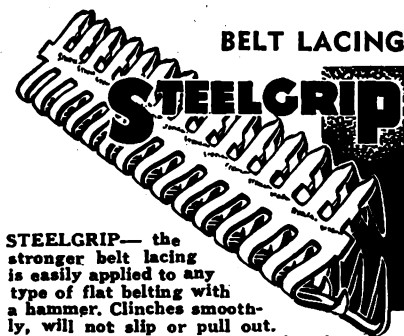


Sales Features: Just announced is a new line of "Ilg-vent" Kitchen Ventilating Fans, featuring portable, package-type and built-in models. The portable model, illustrated above, is designed for rented homes or apartments, or for installation where wall space or room arrangement does not permit use of a built-in model. Fits any ordinary window, and is quickly and easily mounted on the window frame, back of sash, permitting window to be locked, opened or closed at will.

Dealer Helps: Free demonstrators for counter or window display purposes, window posters, bill inserts, window decal, etc.

Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.

REFER TO HT 1233



BELT LACING

STEELGRIP

STEELGRIP—the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.

ARMSTRONG-BRAY & CO.

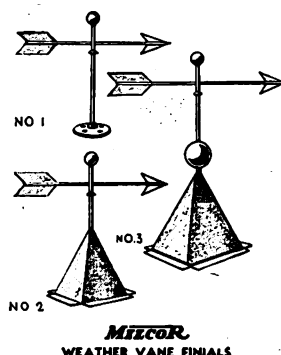
"The Belt Lacing People"
313 N. Loomis St. Chicago, U. S. A.



WIREGRIP—the belt hooks that are easier to handle, easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit **WIREGRIP** or any other standard lacers. Write for catalog and circulars.

WEATHER VANES

REFER TO HT 1234

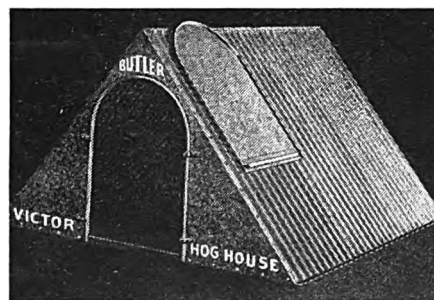


MILCOR
WEATHER VANE FINIALS

Description: Three new weather vanes for installation on homes, garages, flagpoles, playhouses, etc., are announced: No. 1, 14" high, for mounting on flagpoles or projections with a flat surface, screws into a flat end-flange; No. 2 Finial, 18" high, and No. 3, 24" high, for installation on ridge or hip ends, can be cut to accommodate any roof pitch. Equipped with solid steel shafts floating on ball-bearing pivot; aluminum finish. Milcor Steel Company, Milwaukee, Wis.

HOG HOUSE

REFER TO HT 1235



Sales Features: The portable "Victor" Hog House is constructed of galvanized steel. Roof sections are corrugated for extra strength and joined by double-lock seaming. Tight-fitting door is weather-stripped at bottom; may be removed and hung by hook handle out of reach on roof. Louvres in rear gable end provide ventilation. Inside equipped with steel stirrups for holding wooden pig guard rail. Easily cleaned by turning over on side. Size: 76"x82". Quickly set up or taken down.

Dealer Helps: Mailing or hand-out folder.

Package and Shipping Weight: Shipped knocked-down. *Suggested Retail Price:* \$25.00, f.o.b., nearest factory. Butler Manufacturing Co., Dept. HT, Kansas City, Mo.

Advertising CATCH PHRASES

SHARP SHOOTING SELLING LINES FROM RETAIL ADVERTISERS

"SUMMER ON THE DOORSTEP"—Headline of advertisement: "Summer on the doorstep . . . vacations around the corner . . . week-ends beginning . . . suburban life coming into the open!"

"GIFTS THE BRIDE HOPES TO RECEIVE"—Something useful for the hope chest is recommended by . . .

"JUNE DAYS — JOY DAYS"—Happy as a June bride when the gifts are electrical.

"CHOICE OF THE BRIDAL PARTY"—The best man—to buy wedding gifts from . . .

"GRADUATE FROM THE WASHBOARD CLASS"—For those who graduate in June.

"CONGRATULATE YOUR GRADUATE"—A grand age, isn't it, this graduating time when you have the world at your feet instead of on your neck?

"GREETINGS TO GRADUATES!"—Things that go well with congratulations were advertised with that heading.

"ANY DAD WILL GET A GREAT KICK OUT OF BEING REMEMBERED ON FATHER'S DAY"—even if he has to foot the bill next month.

"WE'VE HAND-PICKED THESE"—finer "brand-type" of gifts as worthy of Dad.

"GIFTS THAT ANY 'APPRECIATED' FATHER"—will appreciate.

"LET'S GET TOGETHER"—and see that Dad has his day.

"WHETHER HE'S OLD OR YOUNG, GAY OR SEDATE"—We have dozens of tools he will like.

"SONS! DAUGHTERS! WIVES!"—Show him homage and love with gifts he can use.

"DOES DAD FISH?"—Why not additional tackles for a Father's Day gift?

"MAKE HIM GLAD HE'S YOUR DAD"—A sentiment that will appeal to every Dad the world over.

"POP PLEASERS"—Corking good specials for Father's Day were advertised in this fashion.

FOR HE'S A JOLLY GOOD FELLOW . . . FATHER'S DAZE . . . "O. K. POP" . . . FOR "EXPECTANT" FATHERS . . . FOR THE MAN OF THE HOUR . . . DON'T FORGET HIM . . . HE'S KING FOR A DAY . . . BRINGING UP FATHER . . . SATURDAY IS THE "DADLINE".

REFRIGERATOR POLISH

REFER TO HT 1236

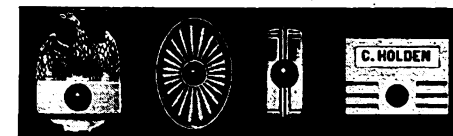


Sales Features: A new polish, designed for use on electric refrigerators, ranges, cabinets, mangles, and other enameled household equipment, has been developed. Described as a scientific blend of cleaning, waxing and polishing ingredients, the polish cleans the finish, depositing at the same time a thin, protective wax film which can be brought to a high luster.

E. I. du Pont de Nemours & Co., Wilmington, Dela.

PUSH BUTTONS

REFER TO HT 1237



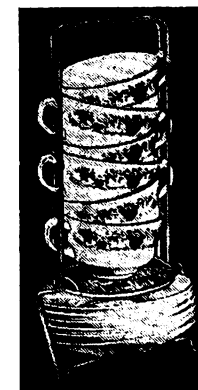
Description: These attractive push buttons, designed to meet particular decorative plans of doorway, have no screws to mar surface appearance. Impregnated moisture resistant insulators; contacts, phosphor bronze, self-cleaning in operation. Four styles: No. 630 Eagle, No. 631 Oval, No. 632 Slim, and No. 633 Cardholder (a card with printed names such as "Doctor," "Dentist," "Night Bell," etc. included). Finishes: Antique Brass, Polished Brass, Swedish Iron, Chrome, and Brushed Brass and Lacquered. Finished plates of heavy brass.

Dealer Helps: Packed in self-display carton.

List Price: 22c to 54c, depending on style and finish. Edwards and Company, Inc., Norwalk, Conn.

CHINA RACK

REFER TO HT 1238



Description: Cups and saucers are safe and easily stored or carried in the Utility Rack No. 66. Holds six cups and six saucers. Furnished in red, white, green or blue enamel finish. Other models available.

Package and Shipping Weight: 3 doz. to carton, 18 lbs. Fibro Manufacturing Corp., 1133 Broadway, New York.

Refer to HT 1239



SpeedWay for 30 years leading manufacturers of industrial electric tools,

now brings the hardware trade its first complete line of quality electric tools for the home workshop that: Is Priced to sell in volume in every community... is widely advertised... carries a full profit margin... of which each tool is correctly designed, of correct speed, full capacity and powered by a specially wound high torque SpeedWay tool motor (110 v. universal). Streamlined and finished in 2-tone (blue and lacquered white metal) actually thousands in use.

No. 69 Drill has 1/4" capacity in steel, handle and gear housing die cast, operating speed 1000 R.P.M.

No. 129 Grinder operates at 20,000 R.P.M. (has high speed essential to efficient grinding with small stones) and collets for 1/8" and 3/32" arbors.

No. 250 Kit consists of No. 69 Drill, No. 129 Grinder and 5 accessories in attractive steel display carrying case.

Router Frame converts Grinder into free router or shaper. Drill Stand takes either Drill or Grinder.

Bench Grinder complete with motor, 2 wheels, rubber feet, carrying handle, cord and plug.



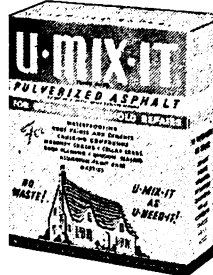
ROUTER FRAME \$3.95
BENCH GRINDER \$9.95

Circulars displays, counter sheets furnished. Write for catalog sheets.

SPEEDWAY MFG. CO.
1882 So. 52nd Ave., Cicero, Ill.

Waterproofing

Refer to HT 1240



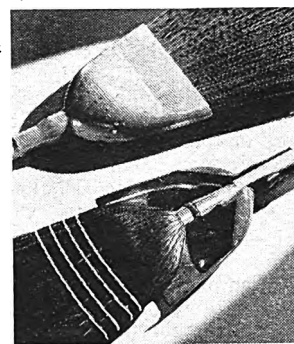
Prospects: Home owners.

Sales Features: "U-Mix-It" is described as "a new, low-cost product developed from a patented, pulverized asphalt formula, with a melting point of over 200 degrees Fahrenheit." With the addition of a solvent or a filler, it can be converted into a waterproofing paint or a variety of pliable, putty-like substances for making countless repairs about the home, such as leaky roofs, broken concrete floors, around door and window frames, etc. Due to its inherent nature, it provides substances which may either set to great hardness or remain indefinitely as a putty-like substance, depending upon the solvent used.

Allied Asphalt & Mineral Corp., 217 Broadway, New York, N. Y.

Dustpan—Broom

Refer to HT 1241



Sales Features: A new, compact dustpan and broom set, the "Panobroom," has just been announced. The dustpan fits over the neck of the broom—where it is out of the way and yet readily available for use. It is strong and durable, being molded of Tenite plastic, a product of the Tennessee Eastman Corp., Kingsport, Tenn. Furnished in the following colors: red, blue or green.

Charleston Broom Mfg. Co., Charleston, W. Va.

Woodscrew Anchor

Refer to HT 1242



Prospects: Carpenters, mechanics, building contractors, etc.

Sales Features: A new and improved woodscrew anchor fabricated from a specially treated fiber is now on the market. Due to its braided construction, this new fiber anchor is said to have greater holding strength and to expand uniformly, without tearing, under screw pressure. Equally effective in lath and plaster, marble, tile, slate and fragile composition materials in new installations and in bushing existing screw holes. Available in 11 different diameters to fit woodscrews from No. 5 to 5/8" lag in all popular lengths. Free samples on request.

The Paine Company, 2947 Carroll Ave., Chicago, Ill.



Electric Ranges

Refer to HT 1243

Three Large-size "Everhot" Electric Ranges, recently announced, have the same basic chassis and quality. Chief features include large capacity oven; seven heat switches built into splash; large capacity warming oven; smokeless broiler, and new oven vent system. Catalog No. 300, now available, gives complete details. Swartzbaugh Mfg. Co., Toledo, Ohio.

Reflecting Signs

Refer to HT 1244

"Lite-Ray" reflectors are available for house numbers, name plates, yard standards, and curb markers. Numerals or letters, made of aluminum foil, are imprinted on glass; shown against a black background, they can easily be seen at a distance. Write for details of special deal. U. S. Lite-Ray Co., P.O. Box B-63 Dayton, Ohio.

Planing Machine

Refer to HT 1245

The improved "Electric Carpenter" is described as a "whole planing mill in one that does the work of seven separate machines, on which 35 different woodworking operations can be done... capable of handling 2", 3" and 4" work rapidly." Messinger Mfg. Co., Inc., Tatamy, Penna.

Household Scale

Refer to HT 1246

To retail at \$1.75, a new full-size, 25-pound household scale No. 5070, with covered dial, is announced. Finished in white with platform in either black or red. Hanson Scale Co., 525 North Ada St., Chicago, Ill.

Electric Broiler

Refer to HT 1247

The new "Hing-On Du-All" Broiler No. 61H is said to take less table room, making table broiling and serving more convenient. Cover unlocks readily for table cooking. Has chrome-plated tray and heating bowl; colored, removable heating unit; two-position wire broiling grill; removable drip tray. Two-heat unit—high and low. Furnished with or without thermostatic indicator. Stern-Brown, 42-24 Orchard St., Long Island City, N. Y.

Garage Hardware

Refer to HT 1248

A new garage hardware set, the "Econ-O-Matic," works on the principle of the "swing-up" design, and door is opened with very little effort—at a mere turn of the handle. Designed for doors weighing not over 150 pounds and up to 8' wide and 6" to 7' high. Set packaged complete in a carton. The Stanley Works, New Britain, Conn.

Plant Food

Refer to HT 1249

"Plant Dinner" is a new chemical concentrate said to contain important elements, vitamins and hormones essential to plant health. It is guaranteed by manufacturer to benefit any living plant when applied according to directions. William H. Rohrer, Inc., Horticultural Division, Philadelphia, Penna.

Bottle Cap

Refer to HT 1250

"Sealtite-Jr." is the name of a new gas-tight bottle cap that keeps carbonated liquids sparkling and alive. Mounted one dozen on a display card, to retail at 10 cents each. Charles L. Fay, 4121 Irving St., San Francisco, Calif.

Refer to HT 1251

Arlington Paint Restorers

for Every Hardware Store that Sells Paint

Violent agitation restores old paints to original liquidity in a few minutes. "It helps sell."

Arlington Giant 3/4 h.p., takes all shapes and sizes of cans, plugs into light socket; oil splash lubrication.

Full

guar-

anty

on

every

ARLINGTON
Paint Restorer



Arlington Jr., (illustrated here), 1/4 h.p., takes one 1-gal. can or several smaller cans.

Send for literature on complete Arlington shaker line

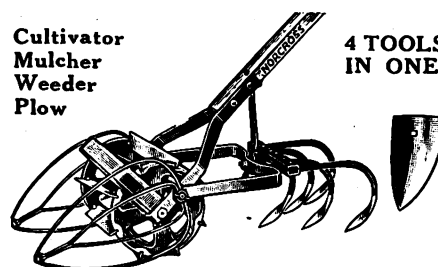
Arlington Machine Works, Inc.
670 JENKS AVE. ST. PAUL, MINN.

Refer to HT 1252

NORCROSS GARDEN AND LAWN TOOLS

Cultivator
Mulcher
Weeder
Plow

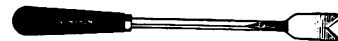
4 TOOLS
IN ONE



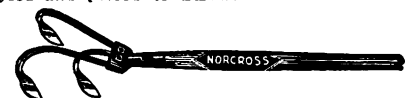
Here's the popular No. 10-N.

"NORCROSS" GARDEN GROWER that sells on sight when properly displayed. Handsome, sturdy, highest quality construction... it saves the back-breaking drudgery of home gardening... reasonably priced.

MOST COMPLETE LINE



Hand Cultivators, Lawn Weeders and Dandelion Pullers... full range of sizes... styled and priced to SELL.



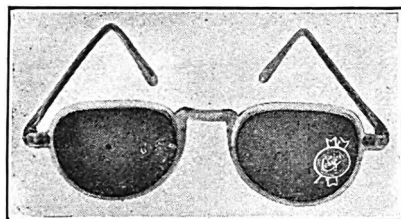
Ask Your Independent Jobber

C. S. NORCROSS & SONS

BUSHNELL ILLINOIS
"Quality Garden Tools Since 1891"

Refer to HT 1253

Guaranteed SUNGLASSES



Nationally advertised ABSORB - O - RAY PLANATORIC Optically Ground and Polished sunglasses bear a written guarantee with every pair. Finest quality sunglass. Dynamic displays and counter cards free. Retail from \$1.50 to \$5.00 per pair.

SKEET-GOG

America's Finest
Shooting Goggles

AQUA-GOG

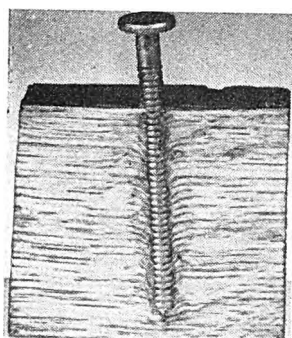
Patented Swimming Goggle retails at \$1.00. Available in assorted colors, 1 dozen to attractive display. List \$7.20 dozen. Send for catalogue illustrating sunglasses 25c to \$5.00 per pair.

AMERICAN SPECTACLE CO., INC.

136 West 52nd Street, New York

NAILS

Refer to HT 1254



Sales Features: The new "Anchorfast" nail is made of Monel and its holding power is derived from a series of sharp, annular rings. As the nail penetrates the wood, it spreads the fibers of the wood into tiny wedges which lock themselves into the rings. It is said to be permanently rustproof and highly resistant to salt water and other agents of corrosion. This nail also supplied in steel, copper, brass, bronze, etc. In these metals, it is known as "Strong-hold" and has many uses in general building construction. Independent Nail & Packing Co., Bridge-water, Mass.

THE BRIEF CASE (Continued)

Paint

Refer to HT 1255
"Underwater Paint" is a new processed paint for below ground surfaces—basement brick, concrete, water tanks, conduits, etc., and any other surface that condenses water are painted without the necessity of drying the surface. Will also seal and paint high porous surfaces, such as Celotex, wallboard or plaster boards, in one coat. Furnished in white and tints. Free samples. Paint-Point Corp., 275 Passaic St., Newark, N. J.

Utility Rack

Refer to HT 1256
The new towel shelf and general utility rack No. 5037, for bathroom, kitchen, closet, and nursery, holds towels, wash cloths, linens, hats, etc., and also serves as a convenient dryer for hosiery and other light wash. Constructed with square metal bars and frame, and reinforced wall brackets. Towel shelf finished in chrome. Overall size: 9"x21". Priced to retail for about \$1.25. The Autoyre Co., Oakville, Conn.

Radios

Refer to HT 1257
A new line of approximately 20 radio receiving sets in the lower and medium-price brackets is announced. Several models of the line, designed expressly for use by personnel of the army, navy and marine corps, have been built for durability and performance under extreme conditions, being insulated in a manner to withstand field and high seas usage. Stewart-Warner Corp., 1828 W. Diversey Blvd., Chicago, Ill.

Bollweevil Catcher

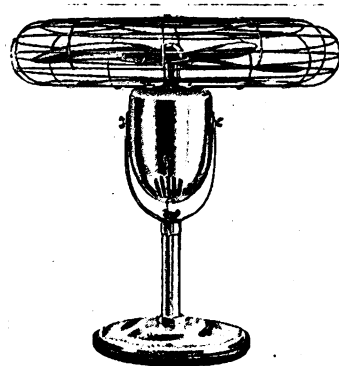
Refer to HT 1258
A new machine for catching bollweevils should be of particular interest to those in the cotton belt. The machine, lightweight, easily operated and inexpensive, is claimed to catch at least 90 per cent of the weevils, thus eliminating a large percentage of weevil destruction. Further details furnished by The Allen Hardware Co., Allendale, S. C.

Vacuum Cleaner

Refer to HT 1259
The outstanding feature of the new Premier "DeLuxe" Model 11 Floor Cleaner is its "Matho-Matic" nozzle, which automatically adjusts itself with mathematical precision to any floor surface, assuring efficient cleaning. Premier Division Electric Vacuum Cleaner Co., Cleveland, Ohio.

Electric Fan

Refer to HT 1265



Sales Features: A new line of Signal Air Circulator Fans, in floor, low stand, and wall models, is announced. Fans are adjustable and may be turned from horizontal to vertical position at 15-degree angles. Signal Electric Manufacturing Company, Menominee, Mich.

Water Heaters

Refer to HT 1260
Four new galvanized tank electric water heaters, in 30, 40 and 50-gallon sizes, have been announced. Three of the models have twin units and one, a single unit. Heaters are round in shape, with sealed, fast-heating Calrod units immersed in water, heating it directly. General Electric Co., Appliance & Merchandise Dept., Bridgeport, Conn.

Pencils

Refer to HT 1261
The new "Templar Durolead" Pencils are claimed to last longer, write smoother, and to be practically unbreakable. For complete details write: Reliance Pencil Corp., Mount Vernon, N. Y.



Barrel Pump

Refer to HT 1262
A large poster, in two colors, depicting the Barrett Banner Barrel Pump in actual size, is now available to dealers, with other free descriptive material. Cleveland Brass Mfg. Co., Cleveland, Ohio.

Glue

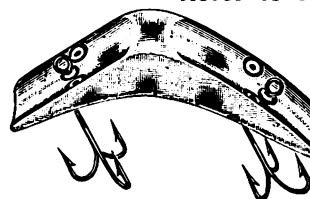
Refer to HT 1263
A new Gluing Chart—with all the answers—is now made available to dealers by the makers of Gasco Powdered Casein Glue, Cascamite Resin Glue and Casco Flexible Cement. The chart, 9½"x15½", with easel attached, is printed in bright colors and mounted on heavy board. Sent free upon request to any retailer who stocks or intends to stock the three Casco adhesives. Casein Company of America, 350 Madison Ave., New York, N. Y.

Power Scythe

Refer to HT 1264
An attractive folder illustrating the new Jari Power Scythe, with space for dealer imprint, is now available to dealers. Jari Products, Inc., 2938 Pillsbury Ave., Minneapolis, Minn.

Bait

Refer to HT 1266



Sales Features: The "Daily Double" is described as "two baits in one." Molded of Tenite, it is so shaped that it can be pulled from either end—one way for deep water fishing, the other for shallow fishing. Designed for both fresh water and salt water trolling and casting—made in bass-pike size (No. 800 series) and in musky size (No. 700 series). Available in 12 patterns of two sizes each. **Dealer Helps:** Counter display carton holds 6 baits, assorted according to dealer's preference, and each bait in an individual box with transparent cover. Millsite Fishing Tackle, Howell, Mich.

Refer to HT 1267



***It's new!** — offering you a timely opportunity to sell a big, profitable market

***It's made by MILCOR**
— your guarantee of quality that assures satisfied customers

Free, colorful literature tells how Milcor Pick-up Cart carries load without danger of tipping...tells how it distributes load evenly to eliminate strain on user...explains other features that make this Milcor product the successor to the old-fashioned wheel-barrow. Write for literature today. Then order Milcor Pick-up Carts from your jobber. G-71A

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.

OUTDOOR GRILL Refer to HT 1268

Description: The "Grillo" is compact, simple to use, and convenient to pack and carry—folds like a camera. Has a sliding fuel pan, with a capacity for two-hour fire; hinged handle and grill. Sturdily constructed, all seams and grill hinges spot-welded. Grill surface: 9" x 16". Wt. 4 lbs. complete. Orley Brothers, 307 Boulevard Building, Detroit, Mich.

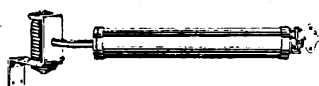


"DO YOU THINK A CAPSULE OR TWO IN MY HUSBAND'S COFFEE WOULD HELP ANY?"

Refer to HT 1269

ROSE

Screen Door Closer



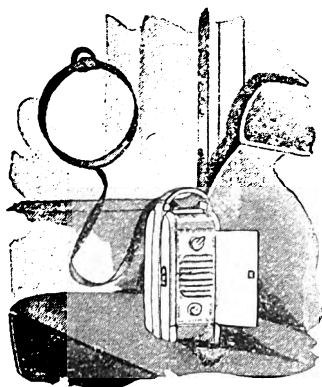
Closes screen, storm and light interior doors Quickly, Quietly, Positively. Extra large cylinder insures extra satisfactory operation. Exclusive by-pass valve allows door to open easily—close gently but firmly! Prevents drying out of cup leathers, practically avoids service calls. Model H, illustrated, list \$2. Model 77, slightly smaller, with concealed spring, list \$1.

ORDER FROM YOUR
JOBBER — Or Write

FRANK ROSE MFG. CO.
Dept. T-5 Hastings, Nebr.

Radio

Refer to HT 1270



Description: The new Sentinel "Light-weight Champion," Model 247-P, 5-tube portable radio operates on either AC, DC or self-contained batteries. Equipped with an external loop aerial so that radio will give satisfactory operation in automobiles, trains, planes, etc., where an external antenna is required to get satisfactory reception. Plastic tenite case, with leatherette trim. Size: 4 3/8" x 8 3/4".

Shipping Weight: 5 3/8 lbs.

Sentinel Radio Corporation, 2020 Ridge Ave., Evanston, Ill.

THE BRIEF CASE (Continued)

Bicycles

Refer to HT 1271
"The Most Important String You Ever Pulled" is the caption on the envelope containing the new kit of material being offered to dealers to promote the sale of the new Shelby Safe-T-Bike. Among the helps included in the kit are: a colorful, 21"x31" poster, a dealer advertising plan book, suggested radio spot announcements and news releases for local papers, hand-out folders, store displays and window pennants. Write for details regarding the Dealer Franchise Plan and this new promotion kit. The Shelby Cycle Co., Shelby, Ohio.

Electric Lanterns

Refer to HT 1272
A 12-page folder, listing the rules and regulations adopted under The Motorboat Act of 1940, also describing the No. 49 Marine Safety Lantern, as well as other Twin-Bulb models, is now available to dealers on request. Justrite Mfg. Co., 2061 North Southport Ave., Chicago, Ill.

Folding Rules

Refer to HT 1273
"Here Is News About Columbia!" is the title of a mailing folder that illustrates and describes the Columbia Folding Rule, now retailing for 25c. Write for your copy now. Eagle Rule Mfg. Corp., 510-520 Hunts Point Ave., New York, N. Y.

Masonry Cleaner

Refer to HT 1274
"Re-Nu-Wall," a cleaning agent for removing dirt and stains from exterior and interior masonry, is now being packaged in one-pound tubes, to retail at \$1.00. Also supplied in 10, 25 and 50-pound pails. Descriptive folder available. E. G. Messiter, 254 West 31st St., New York, N. Y.



Hinges

Refer to HT 1275
A new revised catalog, No. 41, now ready for distribution, gives complete descriptions and illustrations of all items in the Shelby line of builders' finishing hardware, spring and checking hinges, door and window hardware, and hardware specialties; also gives directions for installing, and architectural detail drawings wherever they can be helpful. The Shelby Spring Hinge Co., Shelby, Ohio.

Pumps

Refer to HT 1276
A new 48-page catalog No. 121 and associated price list, No. 221, is now available to all dealers interested in the sale of pumps, water systems and water softeners. A copy will be forwarded to any hardware dealer on request. Red Jacket Manufacturing Co., Davenport, Ia.

Cabinet Hardware

Refer to HT 1277
A new six-page catalog folder, No. 207, now available to dealers gives detailed illustrations and descriptions of the complete "Amerock" line of cabinet hardware. Three design groupings are featured at graduated price levels—Deluxe, Streamlux and Standard. American Cabinet Hardware Corp., Rockford, Ill.

Bolts—Nuts

Refer to HT 1278
"Bolts, Nuts & Screws," a 72-page book recently released, is a collection of practical discussions on engineering, design, and production of headed and threaded products. It illustrates various phases of bolt and nut manufacture by the latest methods, explains and illustrates types and standards and graphically shows the relation between milling threaded products from the bar and producing them on upsetting machines. The Lamson & Sessions Company, Cleveland, Ohio.

Expansion Anchors

Refer to HT 1279
Catalog No. 41, just issued, covers valuable informative data, charts and tables on expansion anchors. It also contains complete data on all types of anchors made by manufacturer. A copy will be sent to anyone on request, mentioning Hardware Today. The Rawlplug Company, Inc., 93 Lafayette St., New York, N. Y.

Electric Fans

Refer to HT 1280
A new, 12-page, two-color catalog illustrates the complete 1941 line of "Miracle Breeze" Fans. Specifications and prices are listed with each model. Victor Electric Products, Inc., 2950 Robertson Road, Oakley, Cincinnati, Ohio.

Fishing Tackle

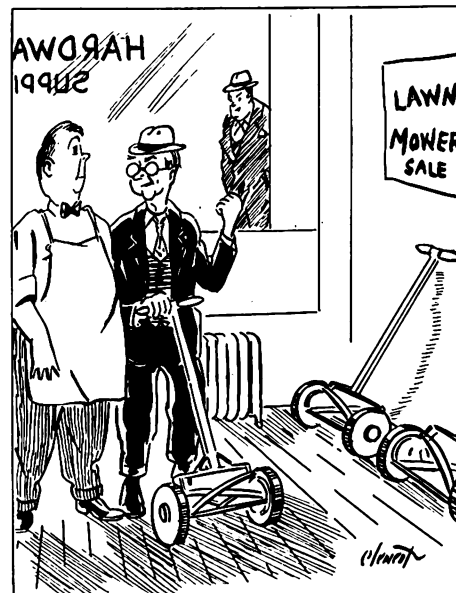
Refer to HT 1282
Now available to dealers is this new 1941 catalog covering a complete line of salt water and fresh water tackle. Florida Fishing Tackle Mfg. Co., Inc., 2100 First Ave., South St. Petersburg, Fla.

Balls

Refer to HT 1283
Copies of manufacturer's new catalog on rubber-covered basket-balls, footballs, soccer balls, volley balls, soft-balls, baseballs, etc., are now available. W. J. Voit Rubber Corp., 1600 E. 25th St., Los Angeles, Calif.

Water Heaters

Refer to HT 1284
A new attractive price catalog, No. 41, containing 48 pages, illustrates and describes the complete "Hotstream" Heater line. A copy will be mailed to dealers on request. The Hotstream Heater Co., 8007 Grand Ave., Cleveland, Ohio.



"HE'S NO FOREIGN SPY. HE'S MY NEIGHBOR WAITING TO BORROW THIS LAWN MOWER."

Amerock
Achievements!
3 DESIGN GROUPINGS

DE LUXE
STREAMLUX
STANDARD

3 distinctive design groupings at graduated price levels provide a wide selection of quality cabinet hardware for every purse and every cabinet hardware for every purpose. Only "Amerock" covers the complete price range under one name.
Retail prices of drawer pulls illustrated are: De Luxe 40c, Streamlux 30c, Standard 15c.

AMEROCK FOR ACTION!
ASK YOUR
JOBBER
Copyright 1941
AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

REFER TO HT 1286



**INCREASES
OIL HEATER
SALES!**

Here's one sure way to sell MORE Oil Heaters . . . and make EXTRA Profits on every sale! Add an A-P THERMOSTATIC HEAT CONTROL SET to each Heater. Make new accessory sales this summer on Heaters already installed. A-P THERMOSTATIC Control adds new convenience, comfort, fuel economy in Home Heating. Inexpensive, easy to install, DEPENDABLE. New "Plug-In" Transformer plugs into wall socket like a lamp cord. Control Set can be installed on any Heater using A-P Manual Controls. Get this Powerful EXTRA PROFIT Merchandising Story on A-P AUTOMATIC CONTROL ACCESSORIES from your Jobber, Manufacturer — or write direct. Ask about FREE Displays and Folders.

AUTOMATIC PRODUCTS COMPANY

2434 NORTH THIRTY-SECOND STREET
MILWAUKEE, WISCONSIN

A-P CONTROLS ARE DEPENDABLE

Refer to HT 1287

MONEY FOR YOU... in burned-out stove linings



ONE IN EVERY THREE STOVES HAS A BURNED-OUT CASTING OR FIRE BRICK

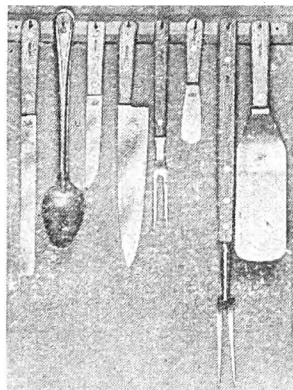
In ranges, Fireline, the plastic refractory, replaces any casting or brick. In heating stoves and furnaces, it repairs cracked firepots. Provides a modern refractory lining that gives a hotter fire with less fuel. You can avoid the trouble and losses that result from handling all kinds and sizes of castings and stove brick . . . Larger volume—better profits.

*Send for liberal sample and
complete Merchandising Plan.*

FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

BARBECUE SET

REFER TO HT 1288



Sales Features: This new matched set No 88, specially designed for barbecuing or flat rock frying, consists of 8 pieces: English Slicer, 10" blade; 15" Stainless Steel Spoon; Butcher's Boning Knife, 6" blade; French Cook's Knife, 10" blade; Pot Fork, 13½" overall; Stainless Steel Butter Spreader, mirror-finish blade; 22" Great Fork; Cake Turner, trowel-shaped blade, 8" x 3". All blades of quality steel. Choice of maple or rosewood handles. Complete with holder rack to match.

Dealer Help: Descriptive folder.

Suggested Retail Price: Maple, \$9.95; rosewood, \$13.50.

Suppliers: Wholesalers.

Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass.

SEVEN WAYS FOR RETAIL HARDWARE SALESMEN...

WAYS TO INCREASE SALES

Anyone can stand in a store and take money from customers who come in and demand goods that are in stock. But that is not store keeping, and it is not **SALESMANSHIP**. Salesmanship is unquestionably the most misunderstood and abused factor in retail operations.

One dictionary defines salesmanship in this way:

"THE ART OF USING SUCCESSFUL SELLING METHODS"

This brings up the question as to what constitutes successful selling. A sale that meets these two requirements is a successful sale:

1. The entire transaction must be satisfactory to the seller.
2. The entire transaction (including price and merchandise) must be satisfactory to the buyer.

If a sale pleases both your customer and your company, it must be a good sale. It is a desirable one in every way. Any act of salesmanship which results in such a sale is worthy of adoption by the salesman. It will mean greater sales; and increasing the volume of profitable sales is one of the surest and best ways to increase profit.

A store in which to work, an average amount of good judgment, and a willingness to adopt good ideas are all that are required to make these methods work successfully. Every sales person should possess these qualities.

INTELLIGENT EFFORT PRODUCES QUICK RESULTS

A determined effort should be made by every salesman to increase sales volume. Naturally, this volume should be profitable. No effort should be made to secure a greater sales volume at the expense of future sales. This would be the case if sales were increased by misrepresenting the quality of an item. The temporary increase would never offset the permanent loss of the trade of those customers who bought the misrepresented goods.

There are many sound ways to increase sales. These ways are classified under these logical headings:

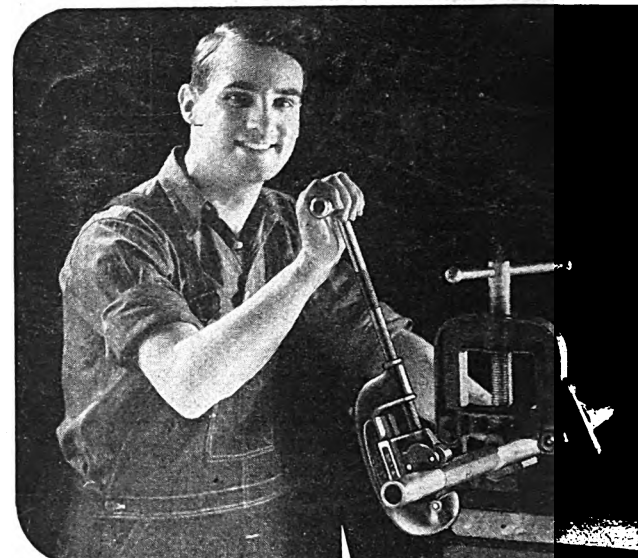
1. **Better salesmanship.**
2. **Better ordering.**
3. **Better display.**
4. **Better use of advertising.**
5. **Better market conditions.**

Each of these ways plays a big part in determining how much merchandise will be sold, and how profitable the sales volume will be. There are so many opportunities for increasing sales that intelligent effort by the salesman is sure to produce quick results.

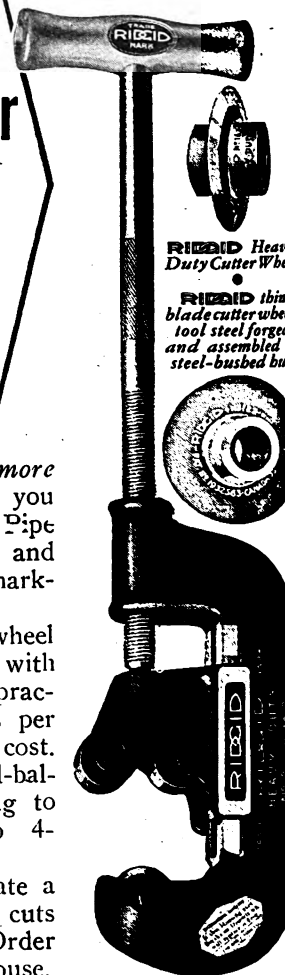
**THE BEST A KNOCKER CAN EXPECT FROM THE
DOOR OF OPPORTUNITY IS SKINNED KNUCKLES**

REFER TO HT 1289

Do the Big 1941 Job with Less Man-killing Effort



Profit from Easier and Faster pipe cutting with the Work-Saver **RIDGID**



The Defense cry is for *more* Speed! That's why it pays you these days to sell **RIDGID** Pipe Tools, long famous as time and labor savers — like this remarkable cutter.

That thin forged blade wheel rolls easily through pipe, with the least effort. Cuts clean, practically no burr. More cuts per wheel, less changing, lower cost. Heavy duty—powerful, well-balanced frames, easy twirling to size. Line includes also 4-cutter with special handle.

Your customers appreciate a tool that cuts more pipe but cuts work and expense . . . Order **RIDGID** at your Supply House, today!

THE RIDGE TOOL CO., ELYRIA, OHIO

**RIDGID Heavy-Duty
Pipe Cutter**

RIDGID
WORK-SAVING PIPE TOOLS

HARDWARE *Today*

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS *Digest*

As Reported by the Trade Press

Do You Know . . .

That PRICE is seldom any real consideration.

That while PRICE is important—it never creates desire.

That the first thing we should do is to create desire by showing how a particular article meets the need.

That many customers select the best when two grades are shown—THE BEST FIRST.

That open displays have become so commonplace in hardware merchandising that it is easy to forget that they are a relatively new development.

That Direct Mail can reach its maximum effectiveness only when most careful attention is given to the selection and maintenance of the list or lists on which the campaigns are to be based.

That the best names are those found on your own books—customers and past customers. Other logical names can often be obtained from these clients.

That a moving object in a window or on a counter is certain to attract more attention than a stationary one—thus effectively increasing interest in the product and sales.

That motion in posters, newspapers, or magazine advertisements, or display cards

(Continued on page 10)

JUNE
1941

Vol. 2

No. 6



REFER TO HT 1291

FARRELL-CHEEK
FIRE-FIXER
tools

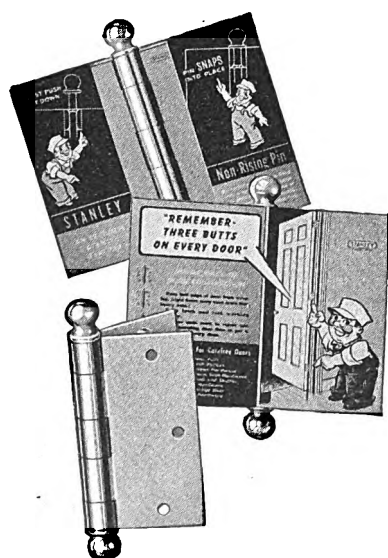
Clinker Tongs
Fire Hooks
Pokers
Clinker Hooks
Ash Hoes
Back Up Wrenches
Slice Bar

PICK UP ADDITIONAL PROFITS DURING THE HEATING SEASON BY HANDLING THIS POPULAR LINE OF FURNACE TOOLS.

Ask your jobber for 1941 Catalog, or write direct to:—
FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

DOOR HINGE

REFER TO HT 1292



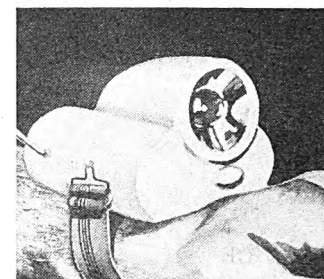
Dealer Helps: To tie-in with manufacturer's nation-wide campaign promoting "Three Butts to a Door," a No. 241 Hinge enclosed in a colorful jacket is being offered to dealers. When leaves of the butt are folded together, there is a picture of a man pointing to the third butt; on the back is a story, "Remember Three Butts to a Door," and some reasons for their use. When butt is opened, the Stanley Non-Rising Pin is displayed, with an explanation why pin cannot work up. The Stanley Works, New Britain, Conn.

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FLASHLIGHT

REFER TO HT 1293



Prospects: Travelers, motorists, for home use, etc.

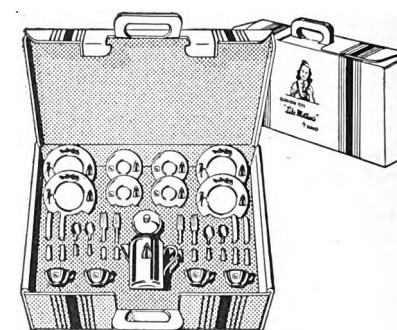
Sales Features: The "Rex Rislite" straps to the wrist like a watch, leaving both hands free; will also stand at any angle, furnishing a steady, fixed beam.

Price: 98c, complete with batteries and bulb.

Flashlight, Inc., 26 Cornelison Ave., Jersey City, N. J.

TOY SET

REFER TO HT 1294



Description: This 26-piece toy utensil set, made of "Mir-ro" aluminum, is packed in an attractive cardboard carrying case. Set consists of 1½-pint capacity coffee pot and four each of cups, saucers, plates, spoons, knives and forks. Each utensil has a bright aluminum finish, embossed with nursery rhyme illustrations; coffee pot has red enameled handle and cover knob.

Suggested Retail Price: \$1.00 per set.

Aluminum Goods Manufacturing Co., Manitowoc, Wis.

VACUUM CLEANER

REFER TO HT 1295



Sales Features: The outstanding new feature of the Premier Model 21 Floor Cleaner is its "Duo-Matic" nozzle which requires no adjustment of any kind for cleaning all ordinary rugs; for extra thick rugs, a slight turn of adjuster is all that is necessary. Other features include two-speed, completely ball-bearing motor; a "Vibra-Sweep" motor-driven brush, and easy-to-empty "Poro-Nap" bag with accordion top, and dirt trap. Underwriters' approved.

Premier Division, Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio.

JUICER

REFER TO HT 1296



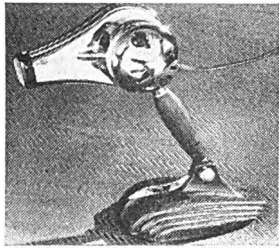
Description: The "Vita-Juicer" has been designed to pulverize and extract pure juice from tuberous and leafy vegetables, such as celery, carrots and spinach, as well as fruit, apples, etc. Exterior finish, ivory enamel; inside of bowl, baked porcelain-like finish; only one moving part, completely enclosed yet easily accessible for cleaning. Wt., 11 lbs.

Price: \$29.95.

Mars Mfg. Co., 1512-14 E. 56th St., Chicago, Ill.

HAIR DRYER

REFER TO HT 1297



Description: Blowing hot or cold, this new K-M DeLuxe Electric Hair Dryer No. 82-0 not only dries the hair quickly after a shampoo or a swim, but it also does a speedy job of drying white shoes and similar white articles worn in summer. Nichrome element heats quickly. Electric motor and element controlled by switch on motor housing—hot for quick drying, cold for a brisk breeze. Can be tilted to any angle or removed from base for hand operation. Chrome and brown finish, with walnut handle. AC only.

List Price: \$6.95.

Knapp-Monarch Co., St. Louis, Mo.

GUNS

REFER TO HT 1298



Sales Features: Mossberg models 83B .410 and 85B 20-gauge bolt action guns have been fitted with detachable choke tubes and changed to models "83D and 85D." Model 85D 20-gauge (illustrated above) is supplied with full choke, modified choke and improved cylinder choke tubes; 83D .410 gauge, with detachable full choke and modified choke tubes. Only a few seconds are required to change the choke tubes—a special spenner wrench being furnished with each gun for this purpose. Barrels of both models are said to be true cylinder and can be shot as such without any choke tube attached.

O. F. Mossberg & Sons, Inc., 131 St. John St., New Haven, Conn.

Stick to the FACTS!

THE ANCIENT CONCEPTION of business ethics—"Let the Buyer Beware" has all but passed into oblivion. Manufacturers and dealers alike recognize that it is just good business to present their wares honestly and truthfully. State and federal laws protect the gullible buyer in many categories.

Once in a while a manufacturer "kicks over the traces" with highly promotional advertising filled with untruths, half-truths and meaningless ambiguities, such as have been recently released in regard to injector type pumps.

THE COLD FACTS

JACUZZI invented and patented the injector type pump nearly 15 years ago. Jacuzzi has pioneered every important refinement of injector type pumps from that date to the present. Jacuzzi has always led the field—and is miles out in front. Jacuzzi is the originator—others follow suit. Type for type, size for size—Jacuzzi pumps deliver more water at lower cost than others. They are profitable to dealers because they are easily sold, easy to install and require a minimum of service.

The Jacuzzi catalog is chock full of sectional drawings showing just how Jacuzzi pumps are made and how they operate. Complete operating data and performance tables will convince you that Jacuzzi offers the greatest pump value on the market today.

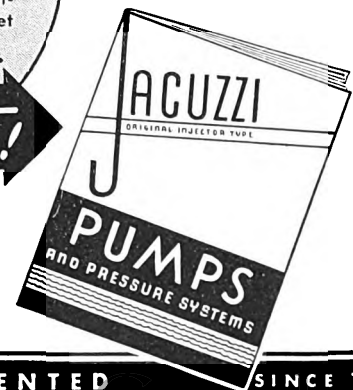
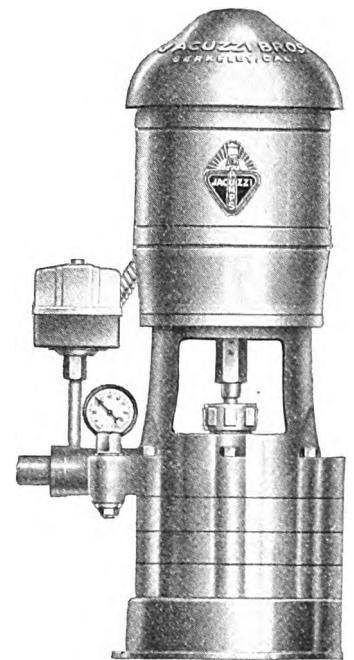
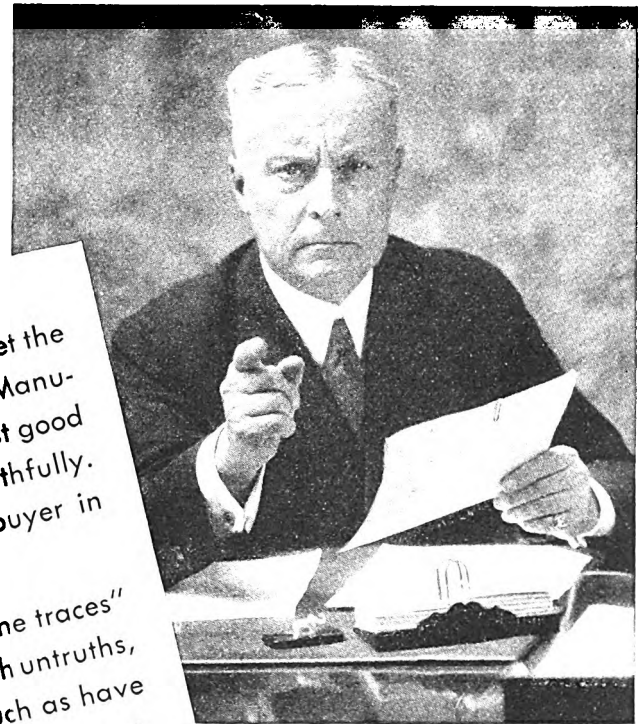
**FREE Catalog—
Send for it Today!**

JACUZZI

**BROTHERS, INC., BERKELEY
CALIFORNIA**

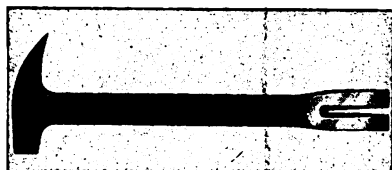
A QUALITY PRODUCT — HONESTLY REPRESENTED

SINCE 1915



HAMMER

REFER TO HT 1300



Sales Features: The new "Handy" Hammer, a many-purpose household tool—hammer, nail puller, package opener, etc.—is made from tool steel, forged in one piece, and designed to stand hard wear and abuse. Finished in red and black, 11" long. Wt., 1 lb.

Giant Grip Mfg. Co., Oshkosh, Wis.

RUBBER PAINT

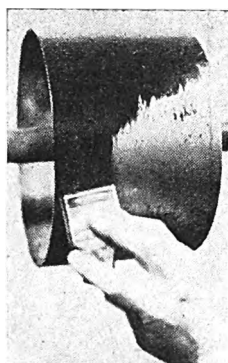
REFER TO HT 1301

Sales Features: "Lay-Tite" is described as a new, different type of paint made on a live rubber base resin, embodying the toughness and durability of rubber, and impervious to the corrosive action of alkalis, acids and other chemicals. Although developed especially for concrete floors, it is also adaptable for use on wood, metal, or other surfaces, under practically all conditions of exposure, inside or out, it is claimed. Available in 8 permanent, non-fading colors that will withstand severe wear and tear of foot traffic. May be applied on wet or dry surfaces, and spreads at the rate of 300 to 400 square feet to the gallon, depending on the porosity of surface. Dries set to touch in 3 hours, or hard overnight.

Steelcote Mfg. Co., St. Louis, Mo.

PULLEY COVERING

REFER TO HT 1302



Sales Features: "Non-Slip Rubberpull" is compounded of a rubber base that sticks to the pulley face regardless of the pull—claimed to increase efficiency of belt drives up to 50 per cent. Easily applied; in liquid form, it is simply painted on face of the pulley and allowed to dry. Works equally well on flat or V-type pulleys. Supplied in three sizes: No. 1, sufficient to cover 30 sq. ft. of pulley surface; No. 2, covers 120 sq. ft. (2" Rubberset brush included free with this unit); and a trial size (1/2 pt.) covers approximately 8 sq. ft.

Suggested Retail Price: No. 1, \$3.75; No. 2, \$12.00; trial size, \$1.00.

Nonslip Pulley Covering Co., 769 Hertel Ave., Buffalo, N. Y.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
. . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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Phone: Prospect 4383

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Seattle, Wash.

E. C. Sullivan, Western Mgr.
320 N. LaSalle St., Chicago
Phone: Superior 6365

James R. Wright
915 Olive St., St. Louis, Mo.

Maurice Wolff
506 Essex Bldg., Minneapolis
Phone: Bridgeport 4231

Alexander Rattray
74 New Montgomery St.,
San Francisco, Calif.

VOL. 2

JUNE, 1941

Distribution This Issue—30,400 Copies

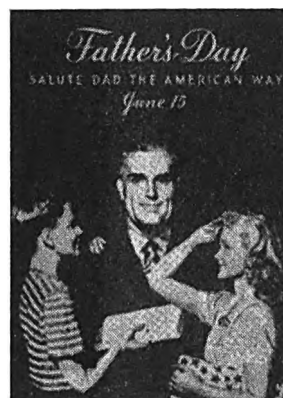
MEMBER CCA

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FALL OPEN HOUSE

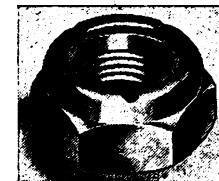
Announcement has been made by the sponsors that Fall NHOH, scheduled to be held from October 2 to 11, 1941, has been cancelled, because of the situation created among manufacturers by the defense program.



Father's Day grows bigger each year. Last year sales broke all records—10 per cent to 50 per cent ahead of 1939. Well-planned advertising programs, by manufacturers interested from a sales angle, form only one phase of this new interest. Many organizations sponsor Father's Day for friendlier understanding between father and the family. The event is noted in newspapers and periodicals throughout the country and has now become a major merchandising event.

HEX NUTS

REFER TO HT 1303



Sales Features: For use on shear bolts where a high degree of the stress is lateral, and for general application to light and medium stress fastenings, an improved line of thin hex nuts is announced. Have approximately 40 per cent of the strength of standard-height hex nuts, and have been developed to meet the demand for a self-locking fastening which offers savings in space, weight and cost. Available in steel, brass and aluminum, in a complete range of standard sizes, both coarse and fine thread. Descriptive folder sent on request.

Elastic Stop Nut Corp., 2332 Vauxhall Rd., Union, N. J.

CLEANING PRODUCTS

REFER TO HT 1304

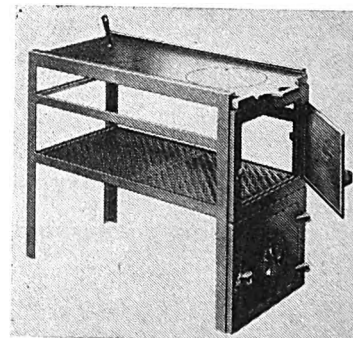


Dealer Helps: This eye-catching counter or window stand for displaying "Tidy House" cleaning products is now available to dealers. Eight items in the line, each attractively packaged, include: furnisher polish, self-polishing wax, sanitary bowl flush, silver polish, cleanser, paste wax, painted surface cleaner, window cleaner, as well as sprayers for window cleaner. Consumer literature also available.

Tidy House Products Co., Dept. H, 1102 High St., Des Moines, Ia.

FIREPLACE UNIT

REFER TO HT 1305



Prospects: Homes, parks, etc.

Description: This new fireplace unit, regular stove type, with covered holes, may be built into any outdoor fireplace. Sturdily constructed of angle iron, with doors and frames of cast semi-steel, all joints electrically welded. Doors are 10" wide x 8" high; top, 12" wide x 24" long. Bottom grate in two sections, 12" square, adjustable for burning either wood or charcoal. Overall dimensions: 20" x 26" x 15".

Shipping Weight: Approx. 65 lbs.

Majestic Company, Huntington, Ind.

AUTO COMPASS

REFER TO HT 1306



Description: When attached to the windshield, this new gadget permits driving by compass. Liquid type, the dial rotates on a sapphire pivot. Two simple adjustments are said to counteract magnetic influences in the car so that the dial swings to accurate readings for each direction of travel. Airplane type model, in black or mottled brown Bakelite case.

Price: \$2.95.

Hull Manufacturing Co., Warren, Ohio.

FILTER ROD

REFER TO HT 1307

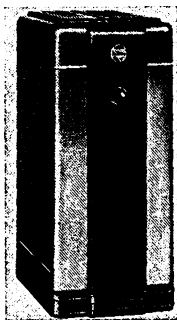


Sales Features: Glass coffee makers are easily equipped for making iced tea with the addition of the Cory Glass Tea Filter Rod. Brewing tea with this new filter rod is a simple, standardized procedure, and a clear, concentrated beverage of the desired strength is quickly ready for pouring over the tea.

Glass Coffee Brewer Corp., 325 N. Wells St., Chicago, Illinois.

OIL HEATER

REFER TO HT 1308



Sales Features: The new "Standard" models in the 1941-42 line of Evanoil oil-burning space heaters are offered with capacities of from 37,500 to 70,000 Btu's per hour. All units but one equipped with "Syncro-Float" fan to furnish fan-forced floor level heat. Among other features are a new type of heat collector, "Venturi-Baffle" pilot ring, and mechanical draft stimulator. Modern design, finished in two-tone color scheme with chrome trim. Evans Products Co., Fullerton at Greenfield, Detroit, Mich.



What Makes People SUCCESSFUL

DO YOU KNOW—

That ten thousand notable figures in the history of the world have had 10,000 different individualities? No two of us are alike. Wilson, Clemenceau, Ford, Chauncey Depew, Mark Twain, Will Rogers, Einstein, Eleanor Duse, Queen Marie of Rumania—all different! Lincoln, Napoleon, Cromwell, Dr. Johnson, Robespierre, Richard Coeur de Lion, Joan of Arc, St. Francis, Cleopatra, Alexander the Great. All different.

And yet each of them cultivated one or more outstanding characteristics that made him successful.

What Makes People SUCCESSFUL

NUMBER TWELVE
WINNING THE WAY AGAINST
OBSTACLES
Illustrated by the author

NATIONAL RESEARCH BUREAU, Inc.
415 NORTH LA SALLE STREET
CHICAGO, ILL.

A SALES TRAINING PROGRAM THAT IS DIFFERENT

That one question — What Makes People Successful? — probably has promoted as much thought among human beings as any other.

Dealing with people is undoubtedly the biggest problem salespeople have to face. There seldom has been a time when it was more important for a person to know HOW TO GET ALONG WITH OTHERS than now.

If one is to be successful in selling, he must have the knack of getting along with people. He must understand them; must adjust his thinking to theirs; must be able to win their friendship and cooperation.

In studying the life stories of those who have worked themselves up to the top, it was found that they had developed a few outstanding characteristics and personality traits which enabled them to stand head and shoulders over their fellow men.

Six years ago the National Research Bureau determined to find out WHAT MAKES PEOPLE SUCCESSFUL — why one salesperson is more successful than others — what qualities did he or she develop that others neglected. The Bureau's staff reviewed, condensed and digested in brief form the success experiences of more than 500 of the world's most famous men and women.

FIFTEEN DAYS' EXAMINATION ON APPROVAL

The cost of WHAT MAKES PEOPLE SUCCESSFUL is \$5.20 for the complete set of 52 booklets.

Why not have this sales training program sent to you at once so you can examine its many useful features at your leisure? Just mail the coupon and the 52 booklets will be sent to you on approval for 15 days' examination.

There is no obligation. You merely agree to return the booklets at the end of the examination period or send remittance at that time.

NATIONAL RESEARCH BUREAU, INC.

320 NORTH LA SALLE STREET
CHICAGO, ILLINOIS

PLEASE SEND US 52 ISSUES OF YOUR CAMPAIGN

WHAT MAKES PEOPLE SUCCESSFUL

AND INVOICE US AT \$5.20

We have the right to return this program for full credit within 15 days from receipt of material.

Name _____

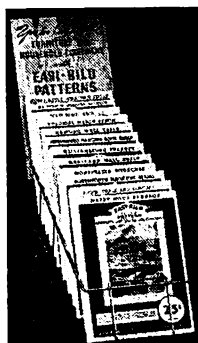
Firm _____

Street _____

City _____

FURNITURE PATTERNS

REFER TO HT 1310



Prospects: Home craftsmen.

Description: "Easi-Bild" Patterns are full-size patterns that can be used in making easily, quickly and accurately furniture, household equipment and toys, such as what-not shelf, sandbox, book case, picnic table and benches, magazine stand, etc. Each pattern complete with picture of article, list of materials needed, and step-by-step instruction sheet—no special tools needed to make any of the articles.

Dealer Helps: An assortment of 12 different patterns now available to dealers, 6 of each displayed on a wire rack (supplied free with original assortment). Three new patterns of seasonal demand will be offered each month.

Suggested Retail Price: 15c to 35c ea.
Easi-Bild Pattern Co., Pleasantville, N. Y.

LEMON PEELER

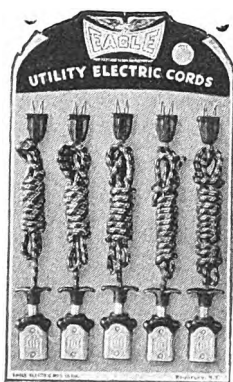
REFER TO HT 1311

Description: A lemon peeler, said to be the only knife of its kind on the market, strips the peel from lemons in uniform widths and is designed especially for use in mixing drinks. It is made of stainless steel, and stays sharp indefinitely. Fully guaranteed.

Charles L. Fay, 4121 Irving St., San Francisco Calif.

APPLIANCE CORDS

REFER TO HT 1312



Dealer Helps: This "Utility" cord set display No. D-754, for counter, window or wall, holds 10 switchless cord sets—5 sets on the front and 5 on back of card. Size of display: 17-3/4"x10-1/2". Cord sets made with 6' 3000 cycle approved asbestos heater cord, with armored bakelite plug and flat rubber grip cap.

Package and Shipping Weight: 1 to carton, 4 lbs.; 20 to std. pkge.

Suggested Retail Price: Cord sets, 39c ea. or higher; resale value of deal, \$3.90; dealer cost, \$2.40.
Eagle Electric Mfg. Co., Inc., 59-79 Hall St., Brooklyn, New York.

The TREND OF BUSINESS Today

NATIONAL INCOME: According to Department of Commerce estimates the total national income in March was more than \$200,000,000 better than the same month in 1929—but in purchasing power today's income is better in every respect—total, per capita, per family. The country's growth in population totaled 9 per cent over the 12-year period but the cost of living decreased by 17 per cent. After adjustments of these two factors, income payments in the first quarter of this year were 9 per cent above the total for the first quarter of 1929.

The Investors Syndicate has figured out that "real income" in March this year was 19 cents on the dollar better than last year—income up 21 cents and living costs up only two cents.

CONSTRUCTION AWARDS: The F. W. Dodge Corporation reported that residential-building contracts in the 37 Eastern States for April rose to \$166,462,000, highest monthly level since July, 1929, to push the total for the first four months up some 32 per cent over that in the same 1940 period. The FHA figures on mortgage applications in early May foreshadowed even sharper gains for coming weeks.

DEPARTMENT STORE SALES: Retail purchasing power, growing out of expanding employment and pay boosts, is already near 1929 levels. Department store sales are running about 25 per cent above last year; mail order sales, about 50 per cent.

INSTALLMENT SALES: The average worker, fearing price inflation, is buying more and more on time. As a result, installment terms are being tightened; bigger down payments and shorter term periods are two steps in this direction.

INVENTORIES: Seasoned retail observers are closely watching inventories. Ordinarily, low inventories make for faster turnover and newer and more desired goods as every retailer knows. Whether they now represent intelligent merchandising is debatable. Undue delay in buying may leave the retailer with an undesirably low stock of goods in the face of increasing demand and market conditions spotted with priorities. The consumer has stocked up more than the retailer because while sales are 75 per cent above their depression lows, inventories have risen less than one-third and the gap between the two is the widest ever to exist.

Inventory replenishment approaching full needs for the coming months appears a practical policy. At the same time, in order to balance increasing costs of replacement goods in the months to come, mark-ups of current stocks, to co-ordinate with current replacement prices, is mandatory.

SPACE HEATERS: It is reliably estimated that more than fifty per cent of the homes of the United States are still heated by stoves. Here is a potential market for that relatively modern space heater—the circulating oil heater. It is rapidly becoming the successor to the wood or coal stove for many obvious reasons.

That people recognize the great advantage of this modern device is evidenced by sales, which in 1940 totaled well above 350,000 units—an increase of 20 per cent over the previous year.

RADIO: Turning over its radio and television facilities to "vital defense production," General Electric has virtually frozen its 1941-42 radio models.

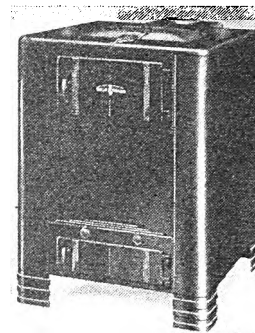
REFRIGERATORS: Again in March the refrigerator industry hung up a new record for monthly sales. Shipments for the month totaled close to a half million household electric refrigerators—423,010 units to be exact—which not only surpassed the 1940 comparative by 41.84 per cent but extended 12.44 per cent upwards of the January, 1941, volume of 376,214, previous high month of the industry.

Thus in the first quarter of 1941 the industry has sold a total of 1,157,626 units, or 42.24 per cent beyond the 813,880 sold in the same period of last year. This volume practically equals the full year's production of 1938.

RANGES: With March sales amounting to 61,647 household electric ranges, or 9,857 units above the February volume, March, 1941, becomes high month in industry sales. In comparison with 1940, the gain for March is 55.51 per cent while the three months' cumulative is up 50.37 per cent.

SPACE HEATER

REFER TO HT 1313



Description: The new "Self-Stoker" coal space heater, just announced, has been completely restyled to give it a modern appearance. Uses the by-product coke oven principle in the burning of coal, with a thermostatic regulator to control burning rate. Built-in check damper operates automatically with air damper, both controlled by one regulator handle. Provides completely automatic feed with bituminous coal. Capacity, 100 lbs. of fuel. Claimed to hold fire 24 hours to 10 days on one filling. Three models: Standard, Deluxe and Semi-Circulator.

Dealer Helps: Consumer literature.

Self-Stoking Stove & Furnace Corp., 120 S. LaSalle St., Chicago, Ill.

CLEANER

REFER TO HT 1314

Description: "Coldfoam," an entirely new kind of cleaner for washing paint, automobiles and all general cleaning. Described as a soapless soap powder, "Coldfoam" dissolves instantly in cold (or hot) water, hard or soft, and makes suds without soap, fats or oils of any kind. It cleans by a new spreading, penetrating action that removes dirt, grease and surface film so completely that it leaves no streaks and puts a glossy luster on painted surfaces. The Savogran Company India Wharf, Boston, Mass.



"AND HE TOLD ME HE WAS DOING SCREEN WORK!"

PRICE CHANGES

Despite raw material shortages and the growing scarcity of aluminum ware, prices have not advanced since the general 10 per cent increase in January.

Under the *Fair Trade Practice Act*, the United States Plywood Corporation have established the following resale prices to the public on Weldwood Glue:

Quantity	Price
1½ oz. or less	10c
More than 1½ oz. and up to 3½ oz.	25c
More than 3½ oz. and up to 8 oz.	50c
More than 8 oz. and up to 16 oz.	85c
More than 1 lb. and up to 5 lb.	85c per lb.
5 pounds	65c per lb.

ALUMINUM PAINT—Advanced 5 per cent.

BALE TIES—Advanced 6 per cent.

BATHROOM FIXTURES—Advanced 5 per cent by one manufacturer.

BENCH GRINDERS, ELECTRIC—Advanced 6 to 7 per cent.

BRASS CUP HOOKS—Advanced 10 per cent.

BRASS GOODS—Entire line of hose and plumbing fittings and accessories advanced 8 to 10 per cent by one manufacturer.

BUILDERS' HARDWARE—Entire line advanced 10 per cent by two manufacturers.

CHALK, CARPENTERS'—Advanced 10 per cent by one manufacturer.

CHISELS AND BITS, WOODWORKING—Advanced 10 per cent by one manufacturer.

CLOTHES BARS—Advanced 5 per cent.

CLOTHES LINES, COTTON—Advanced 3 to 5 per cent.

CLOTHES LINES, GALVANIZED WIRE—Advanced 8 per cent.

COPPER POT CLEANERS—Reduced 17 per cent by one manufacturer.

COPPER TEA KETTLES, CHROME PLATED—Advanced 4 per cent.

ELECTRIC FOOD MIXERS—One make advanced 7 per cent.

ELECTRIC ROASTERS—One make advanced 5 per cent.

ENAMELED KITCHEN UTENSILS—Advanced 5 to 15 per cent.

FLASHLIGHTS—One make advanced 10 to 15 per cent.

FLOOR SCRAPERS—Advanced 5 per cent by one manufacturer.

FRICTION TAPE—Advanced 10 per cent.

FURNACE SCOOPS—Advanced 10 per cent.

GARDEN TOOLS AND SETS—Advanced 10 per cent by one manufacturer.

GALVANIZED NAILS—Advanced 25 cents per cwt.

GLASS PUSH PLATES—Reduced 20 per cent by one manufacturer.

GLAZIERS' POINTS—Advanced 25 per cent.

GLOVES, CANVAS—Advanced 5 to 15 per cent.

GRASS HOOKS—Advanced 20 per cent.

HAME HARDWARE—Advanced 5 to 10 per cent.

HAMES, STEEL—Advanced 5 to 10 per cent.

HAMES, WOOD—Advanced 15 per cent.

HAMMERS—Advanced 10 per cent.

HARDWARE CLOTH—Advanced 10 per cent.

HEDGE SHEARS—Advanced 20 per cent by some makers.

HICKORY HANDLES FOR EDGED TOOLS—Top and bottom grades advanced 5 to 10 per cent; medium grades reduced 5 to 20 per cent.

IRON RIVETS—Advanced 10 per cent.

JUICE EXTRACTORS—Advanced 10 to 11 per cent by some manufacturers.

LAWN MOWERS—One model advanced 5 per cent by one manufacturer.

LEAD BENDS AND FITTINGS—Advanced 20 per cent.

LINSEED OIL—Advanced 5 per cent.

LOCK SETS—Advanced 20 per cent by one manufacturer.

MACHINE SCREWS AND NUTS—Advanced 10 per cent.

METAL LATH—Advanced 1 cent per square foot by one manufacturer.

NIPPLES, BLACK AND GALVANIZED—Advanced 5 per cent.

NUTS, HEXAGON AND SQUARE—Advanced 10 per cent.

OIL CLOTHING—Advanced 2 per cent.

PAILS, GALVANIZED—Advanced 3 to 5 per cent.

PLANES—Advanced 5 per cent.

PUMP JACKS—Advanced 5 per cent.

RECEPTACLE PLATES—Advanced 15 to 30 per cent.

ROOF GUTTER AND RIDGE ROLL—Advanced 5 to 10 per cent.

RUBBER COVERED WIRE—Advanced 5 per cent.

SAFETY HOISTS—Advanced 10 per cent.

SASH CORD—Some brands advanced 1 cent per pound.

SCISSORS AND SHEARS—Advanced 10 to 15 per cent.

SCREEN CLOTH—Advances of 5 to 12½ per cent reported; prices withdrawn by some makers.

SHELLAC—Advanced 12 per cent.

SHOVELS, SPADES AND SCOOPS—Advanced 60 cents to \$1.00 per dozen.

SNOW SHOVELS—Advanced 5 per cent.

SOLDERING COPPERS—Advanced 10 per cent.

SOIL PIPE AND FITTINGS—Advanced 2 to 5 per cent.

SPRAYERS, INSECTICIDE—Advanced 10 per cent.

SPRAYERS, PAINT—Advanced 10 per cent.

STEEL WASHERS—Advanced 5 per cent.

TAPE RULES—Advanced 20 per cent by some manufacturers.

TURPENTINE—Advanced 5 per cent.

UTILITY BOXES—Advanced 5 to 12½ per cent.

UTILITY CHAINS—Advanced 5 to 10 per cent.

WASH BOILERS—Advanced 3½ to 5 per cent.

WASH TUBS, GALVANIZED—Advanced 3 per cent.

WATER HEATERS—Advanced 5 per cent.

WHEELBARROWS—Advanced 5 per cent by one manufacturer.

WIRE CLIPS—Advanced 7½ per cent.

REFER TO HT 1315

FREE! The chart that takes the guesswork out of glue-selling!



Big, easy-to-read, 9½" x 15½". Printed in colors on heavy varnished board. Has case, and hole for hanging.



"What glue shall I use to fasten plastics to wood?"

"What glue shall I use for oily woods?"

"Does Cascamite Resin Glue replace Casein?"

The new Casco Gluing Chart gives you quick laboratory-tested answers to your customers' gluing problems. It tells what glue to use for every type of gluing job—on wood or on any of 23 household or building materials. It makes happy customers by sending them away with the right glue for the job.

This chart can help simplify your glue stocks, too! Why carry dozens of different glues, when these three Casco adhesives provide the right answer 99 times out of 100?



CASCO CASEIN GLUE
For low-cost, water-resistant wood gluing. Easy to use. Cold water mix.



CASCAMITE RESIN GLUE
Cold water mix. Makes water-proof, mold-proof, stain-free wood joints.



CASCO FLEXIBLE CEMENT
Casein for strength; rubber latex for flexibility. For odd jobs in home, school, office. Sticks to every surface.

Check your stocks today. Carry "all three" and get in on the summer glue business while your customers are repairing rake-handles, trellises, garden furniture, etc.

Use Reply Card on Page 8. Fill in No. HT 1315

Send for your chart today. It's FREE to any retailer who sells one or more of these CASCO adhesives.

CASEIN COMPANY OF AMERICA, INC., 350 Madison Avenue, New York, N. Y.

REFER TO HT 1316

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR

Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all backfiring and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.

YOUR JOBBER CAN SUPPLY YOU.

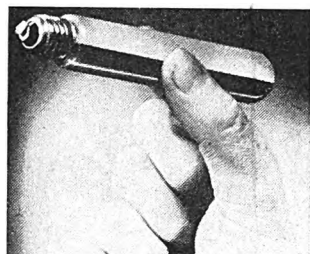
Calbar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



TUBULAR LAMP

REFER TO HT 1317

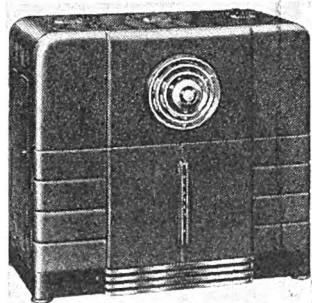


Description: This new "sealed silver" Birdseye Tubular Lamp is designed to meet the requirements for a small lamp that will produce a flood of bright, concentrated light and yet be concealed in the narrowest places, such as behind showcase cornices, in wall cases, refrigerators, in various machines to illuminate scales, etc. Lamp fits into a "T6½" tubular bulb only 3/4" or 1" in diameter and 5" long. Built-in reflector (in form of silver lining) is hermetically sealed inside of bulb to prevent tarnish and loss of operating efficiency. Special filament claimed to provide a more concentrated and economical light. Furnished in 15, 25 and 40-watt sizes, one bulb size; average burning life, 1000 hours.

Wabash Appliance Corp., 335 Carroll St., Brooklyn, N. Y.

OIL HEATER

REFER TO HT 1318



Description: This new "Driven-Aire" Model PF28 (pot-type)—one of 32 models in the new 1941 Florence line of oil-burning space heaters—offers such features as: "Driven-Aire" electric rotor unit spraying heat gently in all directions; compact, convenient radio-type controls, in front; controlled humidification; specially designed pilot ring for lower flames in mild weather, and porcelain enameled finish inside and out. Available with sleeve-type or pot-type burners.

Florence Stove Co., Gardner, Mass.



TRAFFIC BUILDERS

CIRCUS DAY

Several years ago when the proprietors of a store in San Francisco were casting about for some sort of summer promotion, they decided to try out a "Circus Day." The event was so successful that it has become an annual institution. The affair consists of an open house held on a selected Saturday in August. Invitations in the form of tickets are given out in advance of the event, and in addition a general invitation is extended by signs and posters to all in the neighborhood. The store is decorated for the event with balloons and bright colors, and soft drinks are served in good circus fashion. "Wild animals" and entertainment are represented by the stock of the store and demonstrations of various appliances, gadgets, tools and implements, are in progress from ten in the morning until closing time. That the idea is a good one is indicated by the crowds that attend these promotions. Gifts are given to those who present the invitation cards previously sent out, which are signed, making an excellent prospect list for later use. "It creates business, promotes good will, and it gives us an opportunity to do something for our many friends and customers," remarked one of the owners.

GIFT CARDS

For a number of years a dealer in California has displayed a large volume of greeting cards, and he has found that these cards are well worth the display space they occupy—not only because they have proved a profitable investment, but because they are one of the best customer-attracting mediums that he has found. Starting out with a single display rack of a few dozen cards, he discovered that his customers were pleased with the line and soon demanded a wider variety, so that today this display extends half the length of one side wall. In the opinion of this dealer, an elaborate and varied display is essential for the successful selling of gift cards—and the display should be well placed, so that customers cannot help but see the cards.

SELLING SAFETY

To tie in with the city's safety campaign, a hardware firm in New York devoted all of their six windows to hundreds of accident-preventing household items. Each window presented an array of merchandise for a particular room in the home where accidents occur. At the top of each window a large poster read: "Prevent Murder in the Kitchen" ("in the Bathroom" or "in the Dining Room," etc.), with the word "murder" in red, the other words being black. Cleverly written display cards and statistical information about accidents in the home were grouped about the items displayed. The cards quoting the National Safety Council gave information that 53 per cent of all disabling injuries in the United States were due to accidents in the home—that the kitchen and dining room were the second most dangerous rooms, the porch, yard, etc. being the first, and that 69 per cent of the objects involved by these accidents were household furnishings and equipment. The windows, originally scheduled for one week's showing, proved to be such a constant magnet for shoppers and pedestrians that the store decided to hold them over for a second week.

FREE SERVICE

Among services offered by one hardware dealer includes a free check of radio tubes, electric fans, as well as other appliances. This represents extra labor, but it brings people in and is the avenue to sales of new tubes and appliances.

(Continued on page 9)

WINDOW HARDWARE

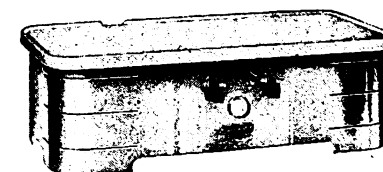
REFER TO HT 1319



Dealer Helps: Amerock's new Demonstrator No. 7000 displays two items of improved window hardware. The eccentric "draw-tight" action of the "Wintite" Sash Lock is demonstrated; also shown is the new Amerock Sash Lift, offering the first improvement in sash lift design in years. On back of demonstrator is a complete price schedule for both items in all standard finishes. American Cabinet Hardware Corp., Rockford, Ill.

ELECTRIC GRILL

REFER TO HT 1320



Prospects: Summer cottages, coffee shops, soda fountains, roadside stands, luncheonettes, etc.

Description: Among the outstanding features claimed for this new "Toastwell" automatic open-top grill are trouble-free mercury switches; accurate thermostats that maintain proper grilling and frying temperatures at low cost; long-life heating elements; pilot light, and heat control for dialing desired temperature. Cooking surface 11"x 21½"; length 21½", width 12½", height 7". Two models: No. ATG-1, aluminum grid, 1650 watts; No. ATG-2, cast iron, 2000 watts. 115 or 230 volts, AC or DC. Guaranteed for one year.

Package and Shipping Weight: No. ATG-1, 23 lbs.; No. ATG-2, 38 lbs.

Suggested Retail Price: \$42.50 per unit.

Utility Electric Co., 620 Tower Grove Ave., St. Louis, Mo.

CHAIN

REFER TO HT 1321



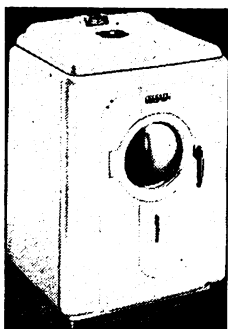
Dealer Help: Four popular sizes of tested coil chain are now being packaged in strong, plywood "Acco-Paks" as an aid to dealers in promoting chain sales. Chain is standard, full-size, in bright, self-colored or galvanized finish.

American Chain Division, American Chain & Cable Co., Inc., York, Pa.

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HOME LAUNDRY

REFER TO HT 1322



Description: This Bendix automatic Deluxe model is a complete home laundry in 4 square feet of floor space—washes, rinses and damp dries the clothes without attention. Cabinet finished in "Dulux"; porcelain enameled tubs. Electrical system (motor and timer) available in 50 and 60 cycle, 110 volts, AC only. Four models: two automatic and two semi-automatic.

Dealer Helps: Consumer literature, displays, presentation books, etc. National advertising.

Package and Shipping Weight: Approx. 200 lbs. crated.

Suggested Retail Price: Range from \$99.50 to \$179.50 installed.

Bendix Home Appliances, Inc., 3301 W. Sample St., South Bend, Ind.

FURNITURE FINISHES

REFER TO HT 1323



Dealer Helps: The "Whiskit" contains a complete "beauty" treatment for furniture: one 8 oz. bottle of "Furniture Kleen" (for cleaning and conditioning surface); one 2 oz. jar of "Whiskreme" (for removing furniture blemishes); one 8 oz. bottle of Furniture Polish (for giving finish a luster), and two cloths for applying and polishing. The carton, in mahogany, turquoise and white, opens up into an attractive counter or window display.

Suggested Retail Price: \$1.25 complete.

Whisk Company of New York, Inc., 801 Greenwich St., New York, N. Y.

SCANNING THE FIELD FOR IDEAS

(Continued from page 8)

SIDE-LINE SELLING

Taking on a few canaries as an experiment several years ago, the owner of a hardware store in Colorado sold them almost overnight and began to get calls for supplies. He put in a small stock of bird seeds, medicines, etc., and found that they, too, moved rapidly. So he decided to go into the business permanently, built up a good stock, devoting a full end counter to the line and adding an adjoining floor display of bird cages. As a stimulant for the fish supply business, the store has now put in a large aquarium for goldfish right near the bird supply department. Both lines lead to a lot of extra sales, not only on foods, but also on specialty items for the bird cages and fish aquariums. Today the bird and fish supplies turn more rapidly than any other single line in his store.

MAP FOR SPORTSMEN

A hardware company in Tennessee uses a map of a nearby lake and the surrounding territory, which is a veritable sportsmen's paradise, as a publicity medium. The map is of larger scale than most available maps and so gives the names of many small creeks, boat landings, etc., which would not show on a smaller map. A pointer which indicates each dock or boat landing also tells what facilities—boats and motors for rent, cabins, food, gas and oil—are available. Other data include regulations for equipment and use of boats on the lake. State fishing regulations and information governing the sportsman who fishes and hunts in this area are given on back of map. There is no advertising on it other than: "This map is available only through the courtesy of the . . . Hardware Company's Sporting Goods Headquarters." Given only to those who come into the store, it has developed into a real traffic builder.

ANOTHER MAP IDEA

This idea comes from Wisconsin, where a retailer has a large map on a bulletin board, indicating distances between all cities and villages of the state. People planning on a motor trip are getting the habit of visiting the store before starting out.

SKATE SERVICE

An unusual advertising stunt—"Roller Skate Service Station"—adopted by an Indiana dealer proved to be a real sales promoter: On a big box he had fastened with light chains, an oil can, a roller skate key and a pair of pliers. The box was just the right height for the boys and girls to sit on as they adjusted their skates and never was any "service station" as well patronized as this one. The purchases of the children might have been slight, but their parents and public in general, intrigued by the novel idea, stopped to see it and stayed to buy.

"ATMOSPHERE" ADS

Three ads—three sell-outs! This is the experience of a dealer in Pennsylvania—three advertisements resulted in a complete sell-out of the article featured in the ads. Because the store was located in a Dutch community, the manager conceived the idea that the ads would attract more attention if headed in the Dutch language. The picture of two Dutch girls was used in each of the ads.

COOPERATIVE SELLING

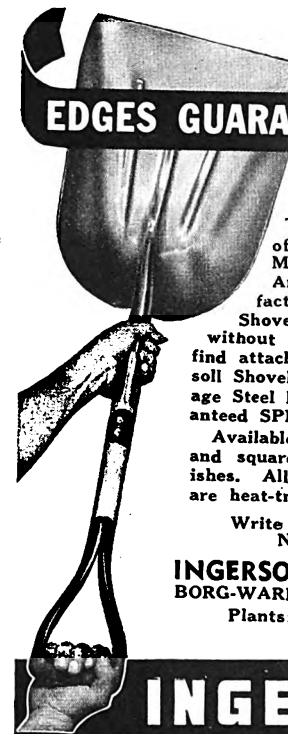
A Minnesota small city called chain and independent store operators together and told them that, instead of fighting one another on prices and policies, they should join cooperatively to boost their city as a desirable trading center and thus keep business from going elsewhere. The merchants decided to cooperate and now stage one big monthly sale, with the whole town working as a unit to put over the sale day. The result has been a bigger traffic flow with more profits to all dealers.

REFER TO HT 1324

PAY NO MORE

—but Get this EXTRA SHOVEL VALUE!

EDGES GUARANTEED SPLIT-PROOF



The Blades of Ingersoll Shovels are made exclusively from fine Tillage Steel. It is the same type of steel we roll in our New Castle Mills to produce the Discs for America's largest Implement Manufacturers. That's why Ingersoll Shovels give you so much more value without extra cost. That's why you will find attached to the handle of each Ingersoll Shovel, a booklet describing these Tillage Steel Blades, with edges that are guaranteed SPLIT-PROOF.

Available in all types and grades, round and square points, black or polished finishes. All Alloy; A, B and most C Grades are heat-treated.

Write for Catalog and prices. Address New Castle Plant, Dept. H. T.

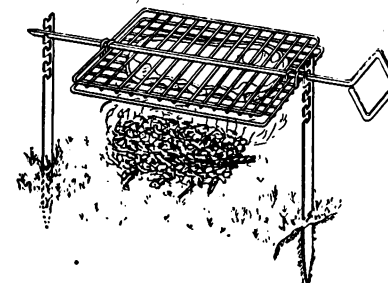
INGERSOLL STEEL & DISC DIVISION
BORG-WARNER CORPORATION, New Castle, Ind.
Plants: New Castle, Ind.; Chicago, Ill.; Kalamazoo, Mich.

INGERSOLL SHOVELS

"A Borg-Warner Product"

ROASTING PIT DEVICE

REFER TO HT 1325



Description: The "RotoRoast" can be attached to an ordinary roasting pan and used for roasting meats in the kitchen oven—or used outdoors by attaching to standard outdoor grills. Greaseless, basting unnecessary; meat does not have to be removed from oven to turn; can be set at quarter turns, and is self-locking. Furnished in two indoor models, two attachable outdoor models, one with steakholder; and a complete outdoor unit, with steakholder, as pictured above.

Dealer Helps: Folders, posters, and a stand for the two supports (which ordinarily go into the ground) as well as a chicken form furnished for display.

Package and Shipping Weight: Each packed in carton.

Suggested Retail Price: From \$1.29 to \$2.19.

Fibo Mfg. Co., 1133 Broadway, New York, N. Y.

SCALE

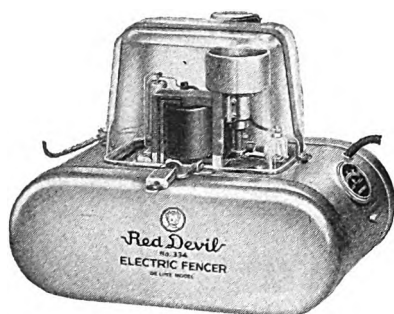
REFER TO HT 1326



Description: The Hanson "Modernaire" Household Scale is now available in various color combinations—enameled white body, with platform and base trim in any of several different colors. Weighing mechanism housed in steel case, measuring $7\frac{1}{2}$ " high x $5\frac{3}{4}$ " square, with rotating dial set inside under stationery pointer; spring specially tempered and hardened to retain accuracy indefinitely. Capacity 0-25 lbs., graduated in ounces. Hanson Scale Co., 525 N. Ada St., Chicago, Ill.

ELECTRIC FENCERS

REFER TO HT 1327



Description: A new Deluxe unit No. 334 and a simplified standard model No. 333 are featured in the new 1941 "Red Devil" Electric Fencer line. Some of the improvements in the Deluxe model (above) include: a timer mechanism in which graphite is pre-baked into the plunger to permanently prevent it from sticking; new, improved lightning arrester; phosphor bronze spring under contact point; ammeter and button for testing battery and fence line; tamperproof operating switch, and faster timer action to save current and prolong battery life. *Dealer Helps:* Complete information about discounts, new sales literature and action displays furnished on request.

Suggested Retail Price: No. 334 \$14.95; No. 333 \$10.95. Landon P. Smith, Inc., Irvington, N. J.

BUSINESS DIGEST

(Continued from page 1)

can be accomplished by having a little figure running or walking rather than one sitting or standing . . . have the figure doing something!

That although color is being used more and more as an aid to sales, black is still a big favorite. An analysis of one manufacturer's 1941 sales of 112,000 automobiles reveals that 21.6 per cent of the cars sold were black.

That of small town people who go shopping in cities, nearly half go from 30 to 150 miles.

That cities, within their corporate limits, have, except in special instances, practically ceased to grow.

That the sharpest population increase, according to the last census, was recorded by the rural non-farm classification.

That there are 101.1 men in the United States for every 100 women.

That 10.9 per cent of the marriages in 1940 were in June whereas in 1939 the percentage was 11.9.

That the number of family units increased from 29,904,663 to 34,861,265, or by 16.6 per cent—more than twice the ratio of population increase.

That the proportion of both young and old in the labor force has declined markedly during the decade. The proportion of female workers between 20 and 64 has continued its increase.

That there are approximately three million more young people between ten and 20 years of age than between one and ten and the proportion of all under 20 is markedly reduced.

That those 65 and over have increased to almost 9,000,000 or 35 per cent in a decade—five times the ratio of increase of the whole population.

That each day the 34-odd million American families lay \$140,000,000 on the counters of 1,770,000 retail stores. They toss in another \$12,000,000 to the service businesses, such as laundries and beauty shops; they spend \$3,000,000 a day for amusements, and \$2,500,000 a day for hotel service.

That some men in charge of credits become so conservative that they pass up good deals; such losses, however, are usually small compared to those which result when too liberal and careless extension of credit is indulged in.

Refer to HT 1328

PORTABLE RADIO

REFER TO HT 1329



Sales Features: Among six new portable radio receivers recently introduced is a camera-type radio, model LB-502, which will operate on AC or DC house current in addition to operating on its batteries—has a separate power line cable for connecting to house current which plugs into back of radio case. Has 5 tubes including rectifier, a power control switch on dial panel, and provision for attaching a separate window antenna to increase its sensitivity. Finished in gray plastic with dark blue simulated leather covering. General Electric Co., Radio & Television Dept., Bridgeport, Conn.

SASH LOCK

REFER TO HT 1330

Description: A new type of sash lock consisting of two slotted locking plates which are easy to install and that fit any and all windows has recently been announced. Made of bronze, brass, cadmium or nickel plate, no mortising is necessary, it is only necessary to set the lock on the left side of the top rail of the window, insert locking bar into the slotted plates so that the bar just touches the wood on the upper half of the sash. Then place the second slotted plate directly over the first one at the desired height of the window opening. Alvo Nut & Bolt Co., Los Angeles, Calif.

FLASHLIGHT BATTERY

REFER TO HT 1331



Description: The new "Triumph" cell loses no power before it is used. Same as standard cell in size, shape, method of contact, and voltage capacity, but different in construction: Packed and sealed in a dry state, it is activated only by tapping bottom of case; this action breaks an inner glass bulb, releasing the electrolyte which energizes cell. From then on, battery has same characteristics as any other flashlight cell.

Dealer Helps: Descriptive folders, and a colorful die-cut carton, containing 50 cells, which sets up at an angle, making an attractive display. Triumph, Elkton, Md.

ASK YOUR SUPPLIER ABOUT

AUTOYRE

DESIGNED FOR TOP SALABILITY

OAKVILLE, CONNECTICUT

BATHROOM & KITCHEN FIXTURES

Chrome, cadmium, white enamel lines at 10c, 25c, 50c

WRITE FOR CATALOG INSERTS

DOOR HOLDER

REFER TO HT 1332



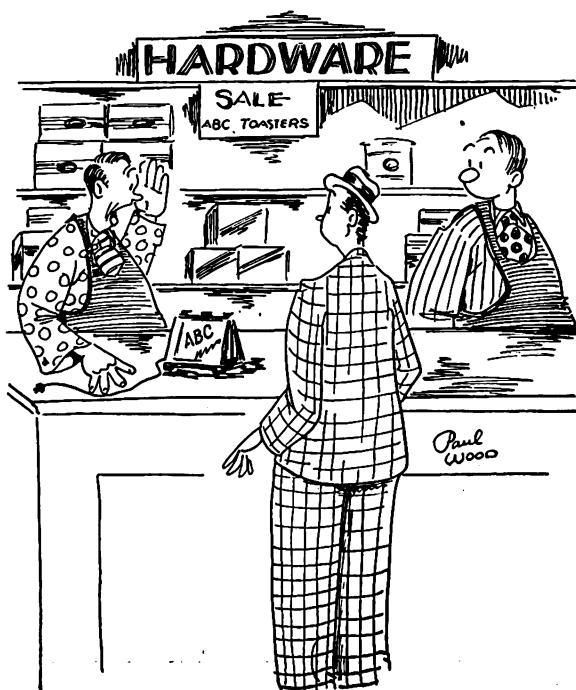
Sales Features: The "Roll-Wedge" Door Holder has been developed to eliminate hazards and inconveniences of swing doors that will not stay put. Any slight movement of the door in either direction causes a roller to wedge between floor and the metal edge of a plunger. It is necessary only to push (with slight pressure) the plunger far enough down so the rubber roller comes in contact with floor. Constructed of die cast metal, and available in a number of finishes. Overall length, 7 $\frac{3}{4}$ ".

Package and Shipping Weight: 1 holder with screws in box; 6 boxes in carton; wt. each, 19 ozs.

Richards-Wilcox Mfg. Co., Aurora, Ill.

SELF-POWERED FLASHLIGHT REFER TO HT 1333

Description: The "Niko" flashlight is a tiny power house, producing its own current by pressure on the handle, and thus requires no batteries. The light continues by merely keeping the magnetic generator fly wheel in motion. A press of the handle and a brilliant light shines from the bulb instantly. The light is housed in fadeproof black, deep maroon or transparent plastic cases, with plastic ivory handle. Individually packed in an attractive black and gold box with directions and guarantee certificate. The Niko flashlight is ready for any emergency and will even work under water. Priced to retail at \$2.25 complete. Nicoud Mfg. Co.—1900 No. Kilbourn Ave., Chicago, Ill.



"OH, BOSS, SHALL I LET HIM HAVE IT?
IT'S THE LAST ONE WE'VE GOT!"

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them throughout the country.

Wardrobe Cabinets—Warm weather gave added impetus to buying of wardrobe cabinets for storing of winter clothes. Top seller was a \$2.98 wardrobe with goodgrain finish. (Decorative Cabinet Corp., N. Y.)

Moth Goods—As a tie-up with the display, "Sla" moth goods were featured and merchandise met with rapid response. (Reefer-Galler, N. Y.)

Cleaning Aids—With apartment dwellers busily engaged in house cleaning chores, sales climbed steadily from the first of the month.

Paints—and all house cleaning apparatus responded nicely to newspaper advertising; tank cleaner at \$29.95 getting special emphasis.

Picnic—and campfire accessories were shown and reminded shoppers that the outdoor season can't be far away.

Garden Tools—reported better than ever before.

Irons—Automatic iron (Westinghouse) sold freely at \$3.55.

Hampers—Pearl-Wick hampers and shower curtains reported best selling items.

Trousseau Goods—Kitchen bridal trousseau window, run late in the month, stimulated sales in all kitchen furnishings; price shown in window covered all merchandise on display as a unit.

Stainless Steel—Attention of spring brides was attracted by ad promoting 5-piece basic set of Carlton stainless steel cooking utensils with asbestos-Bakelite handles. Set included 2-qt. double boiler, 6-qt. saucepot, 9" fry pan, 4-qt. covered saucepan, and 2-qt. saucepan for \$14.95 (Carrollton Metal Products, Carrollton, Ohio).

Refrigerators—sold freely, customers accepting fewer ice trays without hesitation.

Flour Sifter—One-hand flour sifter at 50 cents in 2-cup size, sifts flour directly into cup. (Foley Mfg. Co., Minneapolis).

Kitchen Knife—New and selling in a volume at 35 cents is a utility kitchen knife with stainless steel, scoop-shaped blade for preparing grapefruit, coring, etc. (G. M. Thurnauer, New York.)

Cooky Maker—Aluminum cooky maker complete with 10 design plates and useful also as a cake decorator sold at \$1.00. (August Thomsen, Glendale, N. Y.)

Roasting Pan—A dark blue enameled roasting pan complete with adjustable metal wire rack for holding roasts away from bottom of pan. (Rack—Lynch Studios, Hollywood, Calif.; pan—Republic Stamping Co., Canton, Ohio.)

Fizz Maker—Good response was received on "Sodamizer," a gadget that insures the fizz of carbonated beverages, seals, saves and syphons carbonated drinks. Sold best in red or blue plastic at 95 cents. (Howard L. Ross Corp., N. Y.)

Mop—New and selling well was the Multiplex mop at \$2.49. This has removable double head of du Pont cellulose sponge; used for cleaning floors or walls with soap and water, mop is squeezed dry by pulling lever. (Multiplex Mop Corp., New York.)

Enamelware—Sale of triple-coated white enamelware with red trim at \$1.00 per utensil drew good response. Ware featured cool grip handles, Bakelite knobs. Included were 6-cup percolator, 10-qt. oval dish pan, 6-qt. saucepan, 4 $\frac{1}{2}$ -qt. kettle, 8-qt. saucepot, 4-pc. mixing bowl set, 3-pc. saucepan set, and 2-pc. double boiler. (Bellaire Enamel Co., Bellaire, Ohio.)

Pottery Novelty—Semi-porous pottery figures in the shape of a man's head from which grass grows on head, eyebrows and mustache, produced a wave of buying for 59 cents. (American Bisque Co., Williamstown, W. Va.)

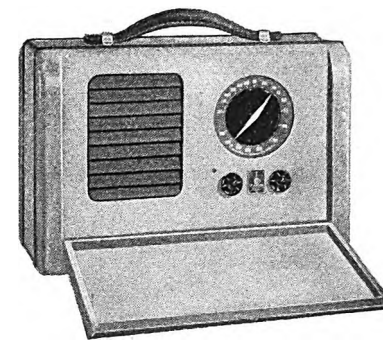
Curtain Stretcher—(Quaker) at \$2.29.

Towel Bar—Matching towel bar with twisted ends, 24" long and 1" wide, sold for \$2.00.

Floor Wax—One-half gallon Tavern (Socony) floor wax at \$1.59 self-wringing wet mop and dry mop combination (Squeeze-ezy) at \$1.59 for both.

PORTABLE RADIO

REFER TO HT 1334



Description: This new Emerson 3-Way Portable Model No. 428 plays on its own power, and on AC and DC house current. Equipped with 3-gang tuning condenser and tuned R. F. amplifier, for clearer reception and greater selectivity. Other important features include: completely automatic power shift; large PM dynamic speaker; enclosed Super-Loop; automatic volume control; 6 tubes. Luggage type, covered with saddle-tan simulated leather, with Kaval-grained decorative banding. Removable hinged front. Size: 9 $\frac{1}{2}$ " high, 14 $\frac{1}{2}$ " wide, 6 $\frac{1}{2}$ " deep.

Price: \$29.95 complete.

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

GLASS KNOB

REFER TO HT 1335

Description: Made in crystal glass only and self adjustable to any thickness of wood. Have metal sleeves with washer head screws, made to match with the company's new No. 391 door knob.

Technical Glass Co., Los Angeles, Calif.

GUN OIL

REFER TO HT 1336



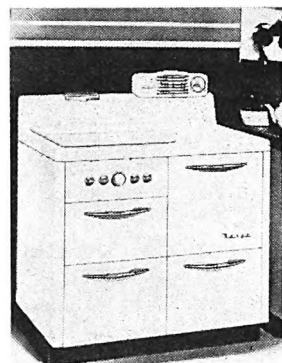
Sales Features: A newly developed lubricant, with a sperm oil base and cold-tested to 30 degrees F. below zero, prevents frozen or sluggish gun action. Also may be used on fishing reels, office and household appliances, etc., wherever a lubricant is needed. Free sample and price list on request.

Price: 30c for 2 oz. bottle.

Hawley Products Co., 1348 N. Hawley Rd., Milwaukee, Wisconsin.

GAS RANGE

REFER TO HT 1337



Description: Outstanding among advantages offered by the new Norge Gas Ranges for 1942 are: "Spiro-Speed" high efficiency burners; one-piece top with sloping back rail and generous work space; folding top covers; conveniently placed control panel; big capacity oven, with automatic heat control for positive cooking, and slide-out broiler. Finished in white porcelain enamel, mounted on sturdy frame, with recessed base. Nine models available (Model N-400 illustrated above).

Norge Division, Borg-Warner Corp., 6706 Woodbridge St., Detroit, Mich.

BRUSH SAVER

REFER TO HT 1338

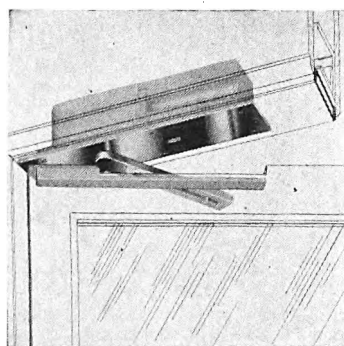
Description: Just introduced is a unique and versatile brush saver for keeping paint brushes soft and pliable. This device which is new and patented is a wide metal ring which is inserted between two fruit jars. A slotted arrangement in the center holds five brushes of various sizes upright in the lower jar which contains turpentine or oil. The top jar keeps the brushes airtight and dust-proof, thereby eliminating the messy job of cleaning paint brushes for all time and in addition the brushes are always ready for use.

Dealer Helps: "Savex BrushSaver" is packed two to an attractive display tube.

Patrick Shannon Enterprises, 5511 Euclid Ave., Cleveland, O.

DOOR CLOSER

REFER TO HT 1339



Sales Features: A new overhead closer for larger double-acting doors is concealed in the head frame and top of door. For power and control, it employs a double-acting lever arm, which folds into the door in the closed position. A back-checking action slows up the door's opening swing as desired, for protection of nearby walls, fixtures, etc. Door is made to close quietly to center, and to maintain closed position against drafts. Adaptable to either wood, metal or the new all-glass doors. Two sizes: LCN No. 644 and No. 666.

Norton Lasier Co., 466 W. Superior St., Chicago, Ill.

Advertising CATCH PHRASES

SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"WE HAVE WHAT IT TAKES"—to make Dad happy from one Father's Day to another.

"FATHERS AT PLAY"—In this Los Angeles store advertisement Father's Day is a sporting proposition.

"POP-AGANDA"—Pops the question that should be on our minds for Dad Day. This heading is by Vonnegut Hardware, Indianapolis.

"A GIFT FOR HOT PAPAS"—Heat relief for wilting fathers may be found in an electric fan.

"NOW IT'S FATHER'S TURN"—Turn about is fair play, so don't forget Father's Day warns this dealer in Baltimore.

"SPORT QUOTATIONS"—The latest in sporting news are prices and items advertised by a Cleveland merchant.

"OH, PROMISE ME."—The soon-to-be-weds are sure to notice this heading by White Bros. in New Orleans.

"NIAGARA CAN WAIT"—A value worthy to take precedent even over the honeymoon was advertised by Potts Furniture, Baltimore.

"THE GREATEST MALE DAY OF THE YEAR"—Father's Day is a great day for the U. S. Male, says Silverwood's in Los Angeles.

"GOOD TO THE LAST DROP IN PRICE"—The famous slogan of Maxwell House Coffee was smartly adapted to this clearance sale.

"DON'T DEFER BUYING, DEFER PAYING"—A catchy heading for major appliance advertising.

"STOP MOVING ALL INDOORS OUTDOORS"—Porch and lawn furniture for every budget.

"AIR CONDITIONED PIECES"—Lawn furniture for a cool, calm and comfortable summer at cool savings.

"OPTICAL ILLUSIONS"—Sun and swim glasses were shown under this heading.

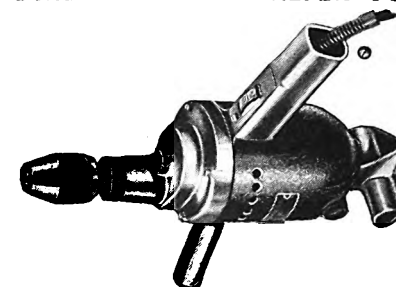
"SUMMER EXPOSURES"—Bare facts interesting to summer camera fans.

EYE CATCHERS

DECLARATION FOR A GLORIOUS FOURTH . . . NOW WE GIVE YOU FREEDOM FROM THE HEAT! . . . TAKE A DIP FROM US! . . . RELAX AND PLAY THE AMERICAN WAY . . . GET SET FOR PAR OR BETTER (Golfing Equipment) . . . KEEP THE KIDS IN THEIR OWN BACKYARDS (Outdoor Play Toys) . . . TABLE TALK (China, Dishes and Silver) . . . BEAT THAT MOTH TO YOUR WOOLENS (Insecticides and Moth Bags).

ELECTRIC DRILL

REFER TO HT 1340



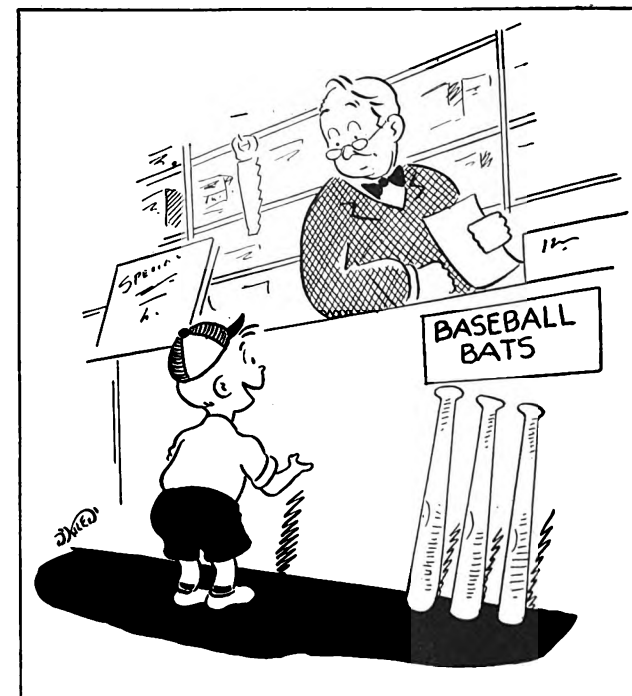
Sales Features: The new type, natural grip breastplate handle of the "SpeedWay" 1/2" Drill is claimed to increase accuracy and speed of drilling operations by producing a more direct application of power—thrust applied directly behind drill point. Light enough for portable use, yet heavy enough to stand up to production drilling, it has a powerful, specially wound, high torque back geared Universal drill motor, self-aligning, oilless bearings, and forced air cooling. Low load speed makes it particularly adaptable for use with carbide drill bits in drilling brick, stone, etc., as well as regular production drilling in steel, iron and wood.

SpeedWay Mfg. Co., 1882 So. 52nd Ave., Cicero, Ill.

LAMPHOLDER AND SOCKET REFER TO HT 1341

Description: New combination lampholders, starter sockets, and starters for T-17 100-watt fluorescent lamps making for easier replacement and greater holding power have been announced. Included in the equipment are combination lampholders and starter sockets, single lampholders, combination lampholders with inverted starter sockets, 4-contact separate starter sockets, and 4-contact Mazda lamp starters. The lampholders are of the rotating lock type and are available with or without mounting brackets. The exposed parts of the lampholders are white.

General Electric Co. Mdse. Dept., Bridgeport, Conn.



"IT'S THE WORLD SERIES, 1960. AFTER HITTING A HOME RUN WITH THE BASES LOADED, I TELL THE CHEERING CROWD, 'I OWE IT ALL TO JOHNSON HARDWARE COMPANY FOR GIVING ME MY FIRST BASEBALL BAT!'"

Refer to HT 1342

Red Devil for QUALITY

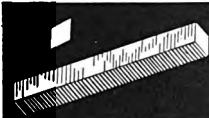
No. 024

RED DEVIL PLATED GLASS CUTTERS

New standard handles on all modern-line models—perfect finger rest. Heavily plated—cutters literally glide along the rule. Long-life wheel, hard bronze axle. Pre-greased. Rust proof.

DIAMOND POINT DRIVER

Automatic. Drives points at machine gun speed into hardest wood—from any angle. Holds clip of 100 Diamond points. Makes glazing easy.



DIAMOND POINTS
Made in 1/4" and 1/2" lengths, 100 to a stick. Will not corrode. Can be driven into hardest wood without bending. Best made for sash, frames or mirrors.

TRIANGLE POINTS

Made of pure zinc and zinc coated in 6 sizes. Handy packages of 2 oz. to 1 lb. with free driving tool.



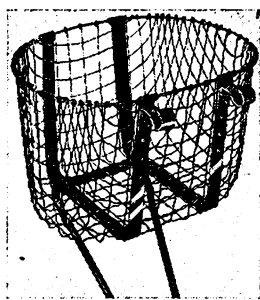
**WALL SCRAPERS
PUTTY KNIVES
WOOD SCRAPERS**
Best in performance because they are best in quality.



Send for Catalog
LANDON P. SMITH, INC.
IRVINGTON, N. J.

Bike Basket

Refer to HT 1343



Description: The new Androck "Bermuda Style" Bike Basket, modeled after the original wicker baskets of this type, is fashioned of 1" mesh woven wire, with all ribs and reinforcing 7/8" steel bands clenched to the heavy top frame. Easily installed and adaptable to all styles of bicycles. Size: 14" x 8" x 11".

The Washburn Company, Rockford, Ill.



Flashbulbs

Refer to HT 1344

Two new bulbs, said to be the first color-corrected flashbulbs that can be used with all cameras including the focal plane types, are announced. They are coated on the inside with a crystal-clear, daylight blue lacquer, which converts the color temperature to the equivalent of sunlight. Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y.

Tires

Refer to HT 1345

Designed for service on 60,000,000 free-rolling wheels on America's farm implements is a new farm tire. Available in 14 sizes, ranging from 4.00-12 to 11/24-24. B. F. Goodrich Co., Akron, Ohio.

Speed Drill

Refer to HT 1346

For professionals who work in wood and metal, and also for the home workbench amateurs, this electric speed drill is lightweight and perfectly balanced. Ideal for small repair and construction jobs in the home. List price, \$9.95. Knapp-Monarch Co., St. Louis, Mo.

Radio Tubes

Refer to HT 1347

Type 3S4 is a new, improved output tube in the miniature series, to be employed in "personal" battery sets. Ten other types have been added to the line. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

Gas Range

Refer to HT 1348

Description: Latest addition to the 1941 line of Crosley Gas Ranges is a 36" table-top model No. SG159, with such advantages as: one-piece, acid-resisting porcelain cooking top, with back-guard assembled to top; combination "Hi-Lo" oven with "B-J Model Robertshaw" heat control; broiler, ball-bearing drawer with hinged drop door; two roomy utensil drawers; body, white porcelain body sides, black ebonite toe base. Available for bottle gas—Propane-Butane—at no extra cost.

List Price: \$59.95 f. o. b. factory.

The Crosley Corporation, Cincinnati, Ohio.

Auto Finishes

Refer to HT 1349

"Dupli-Color" provides an exact factory duplicate color match of the original car finish. Available in 300 different colors. Dries in 20 minutes and can be polished in 4 hours. Dupli-Color Products Co., Inc., 2447 S. Michigan Ave., Chicago, Ill.

Varnish-Paint

Refer to HT 1350

A new development in clear varnishes has been added to a complete line of paints, varnishes and enamels. This clear varnish is a synthetic water-clear finish for exterior or interior, over painted, varnished, enameled or natural surfaces. It is known as "Plax Water Clear." The Lowe Bros. Co., 424 E. Third St., Dayton, Ohio.

Games

Refer to HT 1351

An unlimited number of shots can be made off the vertical back-board as well as from the angular plane of "Bat-Bak," a variation of table tennis. Write for descriptive folder. Munro Athletic Products Co., Paterson, N. J.

Electric Fans

Refer to HT 1352

New standard line includes 8", 10" and 12" fans with newly designed wide blades and molded plastic bases. A curved motor support is plated in chrome. General Electric Co., Fan Section, Bridgeport, Conn.

V-Blade Ice Skate

Refer to HT 1353

Description: The "Automatic-Guide" ice skate is a new V-blade ice skate designed to eliminate ankle strain. It introduces a really basic change for ice skating in that the two blades are mounted on one piece of steel, which in turn is connected with the shoe by means of an axle or pivot rod, which allows for turns without either blade being lifted from the ice. There is a concealed spring which returns the skate to normal position. Approved by figure skaters and speedsters, the new skates enable beginners to learn quickly and experienced skaters to improve, the manufacturer states.

Safety Ease Ice Skate Co., 1201-Holland Bldg., St. Louis, Mo.

Refer to HT 1354



Paint

Refer to HT 1355

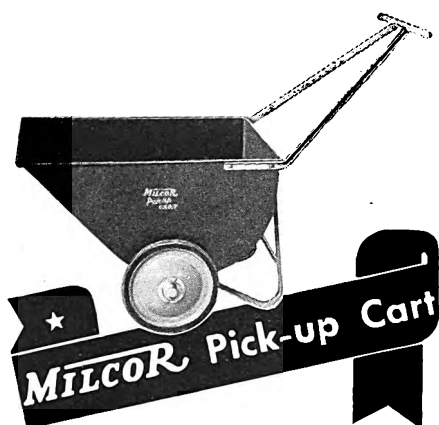


Description: "Uni-Tex," a new type of flat oil paint that can be applied directly to wallboard, calcimine, plaster, brick, etc., is said to offer substantial savings in time, labor and material, because one coat does the entire job—seals, primes and finishes with one application. Colors specially lime-proofed so that it can be used safely on freshly plastered walls. Claimed to dry without brush or lap marks, finished surface being soft, smooth, with a slight sheen. Available in six pastel shades as well as white.

Elliott Paint & Varnish Co., 4525 W. 5th Ave., Chicago, Ill.

(BRIEF CASE Continued on Page 14)

Refer to HT 1356



★ It's new! — offering you a timely opportunity to sell a big, profitable market

★ It's made by MILCOR
— your guarantee of quality that assures satisfied customers

Free, colorful literature tells how Milcor Pick-up Cart carries load without danger of tipping...tells how it distributes load evenly to eliminate strain on user...explains other features that make this Milcor product the successor to the old-fashioned wheel-barrow. Write for literature today. Then order Milcor Pick-up Carts from your jobber. G-71A

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.

READER SERVICE CARDS

Are for Your Convenience.
Between Pages 8 & 9

Hand Cream

Refer to HT 1357



Prospect: Mechanics, machinists, painters, sprayers, printers, etc.

Sales Features: "Mitts"—acting as an invisible and flexible glove—protects skin from absorbing grease, oil, paint, ink, and other matter difficult to clean, preventing occupational skin irritations. Washes off easily with soap and water, taking all dirt with it.

Dealer Helps: Window display.

Suggested Retail Price: 25c per 8-oz. jar. Mitts Mfg. Co., 367 E. 45th St., Brooklyn, N. Y.

THE BRIEF CASE (Continued)



Washers

Refer to HT 1358

Form A-700-A is the newest piece of "ABC" consumer literature, showing a complete line of 1941 washers and ironers, together with consumer information. These folders are printed in two colors. Altorfer Bros. Co., Peoria, Ill.

Safety Poster

Refer to HT 1359

A large 22" x 34" poster depicting the part machine makers do to promote safety on the farm is available to dealers. J. I. Case Co., Racine, Wis.

Electric Chimes

Refer to HT 1360

National magazine advertising to promote the social and utility significance of chimes in the home, and featuring the fact that these chimes may be chosen to harmonize with the furniture and fixtures, is announced. Edwards & Co., Norwalk, Conn.

Arc Welders

Refer to HT 1361

A new consumer folder featuring four models of A. C. arc welders and their prices can be used as hand-out mailing pieces. Supplied and imprinted with dealer's name and address without charge. Ask for folder No. X4029. Emerson Electric Mfg. Co., 1824 Washington Ave., St. Louis, Mo.

Oil Ranges

Refer to HT 1362

New consumer folders to give dealers vigorous backing to their individual selling efforts have been prepared for oil, gas, and bottled gas range lines, and are furnished without charge to dealers. In colors and plentifully illustrated with pictures, each piece carries an interesting story of each line. Florence Stove Co., Gardner, Mass.

Heating Devices

Refer to HT 1363

A new "de luxe merchandiser" for display of a complete assortment of G-E heating devices, measuring 4' wide, 3' deep and 7 1/2' high, is backed by a circular panel. Irons, toasters, coffee makers, a mixer and waffle irons are displayed on the two counters. General Electric Co., Appliance and Merchandise Dept., Bridgeport, Conn.

Insect Killer

Refer to HT 1364

A 16-week series of twice-weekly transcribed radio programs to help dealers sell "Gulf Spray Insect Killer" is announced as the biggest radio promotion ever launched in support of a product of this kind. Gulf Oil Corp., 3800 Gulf Bldg., Pittsburgh, Pa.

Watches

Refer to HT 1365

Something entirely new and different in a counter and window display for Kelton Watches is announced. Its shape is round, with a plastic base finished in rich gold bronze and fitted with removable pads of red velvet. Furnished free to dealers in connection with a small assortment of wrist watch models. Ingersoll-Waterbury Co., Waterbury, Conn.

Slide Rule

Refer to HT 1366

"How to Choose a Slide Rule," written primarily for college students by Don Herold, is an interesting 24-page booklet in color. Keuffel & Esser Co., Adams & Third Sts., Hoboken, N. J.

Vacuum Cleaner

Refer to HT 1367

A beautiful three-color display, sturdy enough to support the weight of the "Magic-Aire" attachment "hangar" and attractive enough to compel attention, does not require much display space. Magic-Aire, Inc., 1734 Ivanhoe Road, Cleveland, Ohio.

Table Broiler

Refer to HT 1368

National advertising in "Life" and "American Home" will tell an audience of more than 47 million people about a 15-1/4" silver-plated "Well N' Tree" meat platter and the popular smokeless table broiler. Manning, Bowman & Co., Meriden, Conn.

Tractors

Refer to HT 1369

"Tell 'em and you Sell 'em" is the title of a 16-page and cover booklet that will build business for dealers. Massey-Harris Co., Dept. 18, Racine, Wis.

Nails

Refer to HT 1370

A new 5-pound package for solid copper nails has sales appeal, being printed in solid, bright copper color; made of tough, heavy cardboard to stand up under hard usage. Packed 10 to a lot in fiber-board shipping container. W. H. Maze Co., Peru, Ill.

Exterminator

Refer to HT 1371

A new color carton has been adopted, together with a "Blitzkrieg" folder, to promote sales of "Rat Lunches." Can be obtained through your jobber. Rat Lunches Co., Carroll, Ia.

Flashlight Batteries

Refer to HT 1372

Full-page advertising in full color opens in the June 30 issue of "Life" magazine, with the "great outdoors" as the copy theme, reminding 20 million people that they should make sure their flashlights have fresh batteries. In full cooperation with retailers, a complete set of display material, both timely and interesting, is furnished. Ray-O-Vac Co., Madison, Wis.

Plastic

Refer to HT 1373

A new counter display is available to dealers handling "So-Lo" plastic rubber, which mends the holes in shoes, snags and cuts, and patches anything of rubber, cloth or leather. So-Lo Works, Dept. T, 3317 Madison Rd., Cincinnati, Ohio.

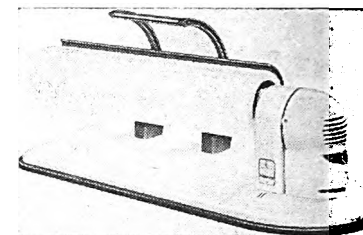
Exposure Bulletin

Refer to HT 1374

"Exposure Bulletin," form 732P, just off the press, is available to dealers for their camera fan customers who desire the latest data on flash, flood and color photography. Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y.

Portable Ironer

Refer to HT 1375



Description: Newest model in the "Speed Queen" line of ironers is R41 Portable Ironette, which has a 22" roll; dual shoe support for uniform application of pressure; improved pressure control for right or left-hand operation; modern "zephyr" design. Low priced for volume sales.

Barlow & Seelig Mfg. Co., Ripon, Wis.

Clamp

Refer to HT 1376

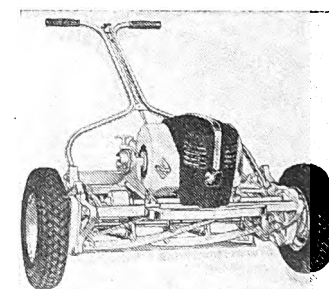


Description: An improved style of safety lifting clamp, equipped with replaceable, grooved, hardened steel jaw liner, is announced. Made for either horizontal or vertical lifting of steel plates, sheets or sections. Available in 10 styles for handling material weighing up to 12 tons, and from 1/8" to 6" in thickness. Complete information on request.

Never-Slip Safety Clamp Co., P. O. Box No. 448 Grand Central Annex, New York City, N. Y.

Lawn Mower

Refer to HT 1377



Sales Features: Efficiency and handsome appearance are combined in this new streamlined power lawn mower, with its case-hardened, steel-cut gears; light, but strong alloy castings; auto-type clutch and transmission, and powerful, two-cycle motor.

Jacobsen Manufacturing Co., 770 Washington Ave., Racine, Wis.

REFER TO HT 1378



Thermostatic Control...

INCREASES OIL HEATER SALES!

Here's one sure way to sell MORE Oil Heaters . . . and make EXTRA Profits on every sale! Add an A-P THERMOSTATIC HEAT CONTROL SET to each Heater. Make new accessory sales this summer on Heaters already installed. A-P THERMOSTATIC Control adds new convenience, comfort, fuel economy in Home Heating. Inexpensive, easy to install, **DEPENDABLE**. New "Plug-In" Transformer plugs into wall socket like a lamp cord. Control Set can be installed on any Heater using A-P Manual Controls.

Get this Powerful **EXTRA PROFIT** Merchandising Story on A-P AUTOMATIC CONTROL ACCESSORIES from your Jobber, Manufacturer — or write direct. Ask about **FREE Displays and Folders.**



AUTOMATIC PRODUCTS COMPANY

2434 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN

A-P CONTROLS ARE DEPENDABLE

Spotlight

Refer to HT 1379



Description: The new "Eveready" military-type prefocused spotlight No. 2257, for military, industrial and general use, is also an ideal gift suggestion for the relatives and friends of enlisted men. Strongly built; equipped with ring hanger and belt clip, permitting user to have light and full freedom of hands at the same time.

Dealer Help: Supplied to dealers in No. 27 display package containing 6 lights, without batteries.

Dealer Price: \$4.20 for deal.
National Carbon Co., Inc., 30 E. 42nd St., New York, N. Y.

THE BRIEF CASE (Continued)

Bike Baskets

Refer to HT 1380

A new departmental display that packs a whole bike accessory department in about two square feet is made of heavy wire, with aluminum bronze finish. A three-color metal sign is furnished which really suggests sales. The Washburn Co., Rockford, Ill.

Electric Fans

Refer to HT 1381

A price reduction of \$3.00 in the retail price of the 10" "Power-Aire" oscillating desk model is announced. Suggested retail price for this season is \$14.95. Westinghouse Elec. & Mfg. Co., Merchandising Division, Mansfield, Ohio.



Storage Equipment

Refer to HT 1384

The "30th Anniversary Catalog," including a complete display of steel shelving, parts, bins, drawer cabinets, gasket racks, and various methods of "dressing up" storage equipment, as well as a complete description of company's engineering and merchandising service, is available to dealers on request. Aurora Equipment Co., Aurora, Ill.

Washers

Refer to HT 1385

A 32-page catalog in two colors illustrates the complete line of "Speed Queen" Washers and Ironers. Barlow and Seelig Mfg. Co., Ripon, Wis.

Rubber Balls

Refer to HT 1386

Every color imaginable is contained in a new folder depicting balls, dog bones, balloons and other rubber novelties to interest your younger customers. Barr Rubber Products Co., Sandusky, Ohio.

Spindle Drills

Refer to HT 1387

General details, specifications and capacities of two new spindle drills are contained in an 8-page folder. Ask for Bulletin 3285. Buffalo Forge Co., Buffalo, N. Y.

Weather Strips

Refer to HT 1388

Recently completed is the first catalog of "Weatherseal" Weather Strips, especially prepared for the hardware trade. Cuts and complete catalog pages are yours for the asking. Chamberlain Metal Weather Strip Co., Brooklyn & Labrosse, Detroit, Mich.

Electric Fans

Refer to HT 1389

Listed in a pocket-size, 24-page catalog are nearly 100 models, including desk and stand fans, air circulators, ceiling fans, exhaust and ventilating fans, including descriptions, construction features and prices. A copy of this catalog No. X4000 will be mailed on request. Emerson Electric Mfg. Co., St. Louis, Mo.

Outboard Motors

Refer to HT 1390

All models of Evinrude Motors are clearly pictured in large size with complete specifications in a 16-page catalog. A letter or a reader service card will bring a complete set of literature, including a "Boat and Motor Selector"—slide rule style. Evinrude Motors, Milwaukee, Wis.

Firearm Shells

Refer to HT 1382

New designs offer bolder and more colorful packages that carry out the family resemblance, yet one brand cannot be confused with the other. These new, bright yellow, red and blue packages are built to give greater display and attention value. Each panel is a poster in itself. Western Cartridge Co., East Alton, Ill.

Rifle

Refer to HT 1383

With a cover illustration featuring the use of Model 61 for canoe cruising trips, an attractive, new folder is available in quantity, free to dealers. Winchester Repeating Arms Co., New Haven, Conn.

Stove Pipe

Refer to HT 1391

Installation of new cold strip mills by Follansbee Steel Corporation makes possible an improved stove pipe. Sheets from which pipes are made have a finer grain structure, highly polished surface and a protective coating—improving protection against discoloration from handling or corrosion. A new catalog may be obtained by dealers. Sheet Metal Specialty Co., Third & Liberty Aves., Pittsburgh, Pa.

Mats and Matting

Refer to HT 1392

An 8-page catalog has just been issued, which devotes one page to platform perforated mats, two to standard perforated mats, two to matting, and one each to sponge rubber carpet cushions and office chair mats; the other page is devoted to miscellaneous products. Ask for catalog No. 6100. B. F. Goodrich Co., Akron, Ohio.

Electric Fans

Refer to HT 1393

Three new units have been added to the 1941 line and are shown in a new 48-page sales manual, which is profusely illustrated. Ask for a copy of "Take Off." Kisco Company, Inc., 39th & Chouteau St., St. Louis, Mo.

Pipe and Fittings

Refer to HT 1394

Specifications and prices, together with illustrations, are contained in catalog No. 41AC, devoted to galvanized iron pipe, ells and angles, registers, and fittings. Henry Furnace & Foundry Co., 3471 East 49th St., Cleveland, Ohio.

Coffee Makers

Refer to HT 1395

A new catalog of coffee makers, highly colored and illustrated, presents a shorter line of fast-moving units and is aimed at a clear and straight-forward presentation. A copy is yours for the asking. The Silex Co., Hartford, Conn.

Cement

Refer to HT 1396

How to make practical, low-cost and lasting repairs to equipment and pipe lines without dismantling or use of heat is described in a new and revised edition of the "Smooth-On" Handbook, containing 40 pages, with 170 diagrams and simple instructions. Copies can be obtained by writing the manufacturer. Smooth-On Mfg. Co., Dept. 210, 570 Communipaw Ave., Jersey City, N. J.

Refer to HT 1397

'FREE TABLE' DEAL

Ready



Put this Self-Demonstrating Syncro Saw Table in your store and watch customers sell jig saws **TO THEMSELVES!** \$12 value Table is **FREE** on Special Deal and SYNCRO PAYS THE FREIGHT ON ENTIRE DEAL. Table wired. Just plug it in. Displays 3 famous portable Syncro Jig Saws retailing from \$5.95 to \$13.50. Deal is limited so ask your Jobber about Deal or write us direct for details giving your Jobber's name — **AND DO IT NOW!**



Announcing SYNCHRO'S New HOBBY SAW

Sensational low-priced, safe, efficient Syncro Saw for juveniles, hobbyists. Ready for instant use. No motor to buy. Just plug in. Parents applaud its SAFETY. Workmanship equal to all other Syncro Electric Jig Saws. Stock up—write for details.

COO
Retail at
\$3.98

SYNCHRO World's Safest SAWS

SYNCHRO DEVICES, INC.

Ferndale-Detroit, Mich.

WORLD'S LARGEST MANUFACTURERS
OF ELECTRIC JIG SAWS

Shooting Glasses

Refer to HT 1398



Dealer Help: This attention-getting display—colored replica of a shotgun shell—is designed to hold two AO Shooting Glasses, one fitted with "Calobar" lenses (for glare protection on sunny days) and the other with "Noviol" lenses (to brighten the target on dull days).

Suggested Retail Price: \$12.50 per pr.; dealer cost of complete unit, \$15.00.
American Optical Co., Southbridge, Mass.

BED LAMP

REFER TO HT 1399



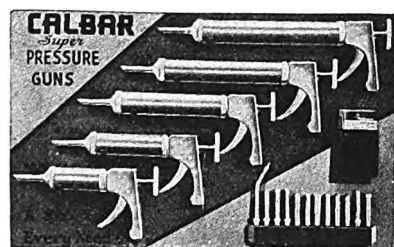
Description: The new "Marvelite" fluorescent bed lamp employs the use of a "Plastace" light diffusing window shield, permitting a soft, evenly distributed light to filter through at the right angle for comfortable reading—hiding bulb completely from view. Furnished in either Ivory or English Bronze finish. Uses one 14-watt, 15" T-12 standard fluorescent lamp bulb. Equipped with 9' rubber cord, with new type plug-in ballast attached to end. Available for 110-125 volts, AC only.

List Price: \$4.95 less bulb; west of Rockies \$5.45.

Mitchell Manufacturing Co., 2525 Clybourn Avenue, Chicago, Ill.

PRESSURE GUNS

REFER TO HT 1400



Dealer Helps: This attractive, easel-back display board, finished in red, grey and black, for counter, floor or wall holds an assortment of 5 Calbar Pressure Guns, 12 various type nozzles, and a supply of literature in a convenient metal holder. Size of display, 2'x3'.

List Price: \$30.00 less discount, complete with guns, nozzles and literature.

Calbar Paint & Varnish Co., 2622 N. Martha St., Philadelphia, Pa.

OIL HEATER

REFER TO HT 1401



Description: A number of mechanical improvements in the 1941 line of "Superfex" oil burning space heaters are announced. The chief change in the design of the "Heat-Director" type (shown above) is the addition of a prism of heat-resisting glass in one of the adjustable shutters, through which light from the flame located in front of a window in the combustion chamber is reflected. Four sizes of the "Heat-Director" type available; other type models also included in line.

Perfection Stove Co., Cleveland, Ohio.

THE APPEAL

Before a prospect can be made to act, he must be made to feel. He must experience a desire, and this can be secured only by appealing to one or all of the five buying motives:

1. Desire for profit.
2. Gain of utility.
3. Pride of possession.
4. Protection.
5. Personal comfort.

A salesman can appeal to any of these motives by using one of the two methods of approach: The appeal to reason or the appeal to the emotions: The personality and character of the prospect, the salesman's own type of personality, the article to be sold, the time of the interview—all are determining factors in the selection of the type of approach to be used.

As the conversation progresses, after a few feelers, the salesman can determine the most powerful appeal. In the early part of the interview every salesman must understand that he will be faced with indifference, if not with resistance. The blundering untrained salesman cannot surmount this, but the man with determination and imagination can sail right in.

APPEAL TO REASON: The appeal to logic is harder than the appeal to the instincts and so, perhaps, slower or weaker, but it is wrong to say that it has no place in selling.

APPEAL TO INSTINCT: Any appeal to an instinct arouses the emotions and is easily woven into the sales talk.

SELF-INTEREST: Salesmen must take people as they find them and, despite all ideals of mutual cooperation, man is, above all, interested in himself. Don't tell what a thing is, but tell what it will do for the particular customer.

CURIOSITY: Of course, because a person's desires are self-centered, it does not mean that he is not a little inquisitive about others. Curiosity is a very strong method of securing and maintaining interest.

IMITATIVENESS: Everyone knows that people are highly imitative. Magazines and newspapers are flooded with advertisements which tell how such-and-such a movie star used certain rouges, powders and bath salts. The inference is that if it made her beautiful and alluring, it will do the same for the reader.

SENSATION: Wherever possible, it is well to let a customer see, feel and use an article. The sensation of touch, taste, smell and so on, are responses to certain stimuli and they, in turn, stimulate other responses—the impulse and desire to buy and possess. Any sensation definitely helps to create a want in the customer.

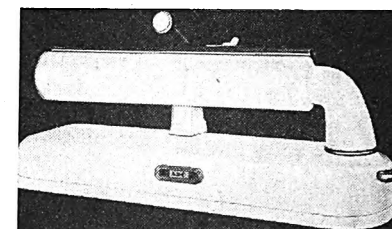
POSITIVE SUGGESTION: This is something the salesman must practice steadily. Too many salesmen frame questions, the logical answer to which is "No." The salesman in a retail store should never say: "Is there nothing else?" "No" comes right out, naturally. This is a bad habit which will be corrected as soon as a salesman sees that he is going to profit more by a positive suggestion.

Every suggestion that comes from a salesman should be a positive suggestion. "You can save money by doing so-and-so;" "Here is a saw you will like because . . . ;" and so on.

Get your customer "yessing" you and you will be more likely to get a "yes" when it comes to the main decision of to buy or not to buy.

PORTABLE IRONER

REFER TO HT 1402



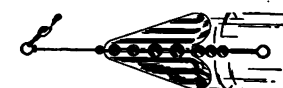
Description: The "ABC" Portable Ironer, Model PG, is so light (only 30 pounds) that it can be carried from room to room, allowing housewife to iron wherever she chooses. Resilient 22" roll is 3½" in diameter, free rolling. Carbon steel ironing shoe is chrome-plated; equipped with thermostatic heat control, marked for ironing various materials. Conveniently located manual type pressure control lever. One-piece steel base, white finish. 1200 watts, 115 volts. Motor operates on 50-60 cycle.

Dealer Helps: Consumer literature.

Altorfer Bros. Co., Peoria, Ill.

BAIT

REFER TO HT 1403



Sales Features: This new fishing lure, known as the "Silver Red Drift Troll Spinner" is claimed to work efficiently when retrieved slowly and give suitable action when drift trolling—the flashing beads casting thousands of reflections that attract the "big ones" and make them bite. Equipped with hook, and furnished in two sizes: No. 7, 1/3 oz.; No. 11, 1/2 oz.

List Price: No. 7, 35c; No. 11, 60c.

Lane Tackle & Bait Company, 247 Webster Avenue, Rochester, N. Y.

CABINET HARDWARE

REFER TO HT 1404



Dealer Helps: This attractive metal counter display showing a selection of Imperial Plastic Handles and Knobs in a variety of colors is offered to dealers without charge as part of a deal consisting of 4 dozen handles and 16 dozen knobs. Size of display, 8¾" wide, 13" high, 6¼" deep; finished in blue, with white lettering; slide label at bottom gives numbers and sizes, and has space for consumer prices. Hardware made of thermo-setting plastics, claimed not to shrink or crack with age, furnished in 7 colors.

Retail Value of Hardware: About \$26.40; dealer cost, approx. \$13.70, exact cost depending on items selected.

John H. Graham & Company, Inc., 105 Duane Street, New York, N. Y.

HARDWARE *Today*

THE NATIONAL MERCHANDISING INFORMATION SERVICE

THE BUSINESS *Digest* As Reported by the Trade Press

Do You Know . . .

That families move on the average every two years.

That the biggest factor in any business failure is the human factor.

That only Missouri, Texas and Vermont, with the District of Columbia, remain outside the Fair Trade realm.

That an attractive centrally located property is likely to protect a proprietor from boredom.

That it is doubtful whether the ownership of retail properties generally costs any less than tenancy, and, therefore, is no prime cure for retail ills.

That occupancy is the second largest retail expense item (next to salaries and wages), and moreover it is the retailer's outstanding long-term commitment.

That the common law of business prohibits paying a little and getting a lot . . . It can't be done.

That if you deal with the lowest bidder, it is well to add something for the risk you run . . . And if you do that, you will have enough to pay for something better.

That if the thing you sell gives good service, the price, regardless of how much, is soon forgotten . . . However, the trouble on a cheaper item is seldom forgotten.

(Continued on page 10)

**JULY
1941**

Vol. 2

No. 7



REFER TO HT 1405

Less Inventory—More Profit in COOK STOVE REPAIRS

No need to carry all kinds and sizes of firebox castings and stove bricks. No need for long delays and profitless correspondence. Now, anyone can repair cook stove linings with FIRELINE—the firebrick in putty form.

Fireline provides a modern refractory lining that gives a hotter fire with less fuel. Also used in heating stoves and warm-air furnaces to line firepot and repair cracked castings. Now you can build up a profitable volume on one item for all types of stoves and furnaces.

Send for liberal sample, prices, and discounts.



FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

WALL LIGHT

REFER TO HT 1406



Description: The new "Safe-D-Lite" wall light is equipped with an automatic and adjustable delayed action time switch. Simple, fingertip control provides any desired timing from 10 seconds to 15 minutes. No wiring necessary—can be hung anywhere, lights a large area, and is economical to operate. Uses two standard size flashlight batteries and a standard 2-cell flashlight type lamp. Made of thick gauge metal, with baked enamel finish and chrome trim; plastic lens. Size: $4\frac{3}{4}$ " long, $2\frac{1}{4}$ " deep, and $3\frac{1}{8}$ " high.

Dealer Helps: A deal consisting of 6 lights, 5 packed in individual cartons and one mounted on counter display card, with extra collapsed carton to permit selling of mounted unit, now available to dealers.

List Price: \$1.88 each, less batteries; dealer cost of pkg. of 6, less batteries, \$7.32.

Safe-Delay Switch Corp., 540 North Lake Shore Drive, Chicago, Ill.

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REFER TO HT 1407

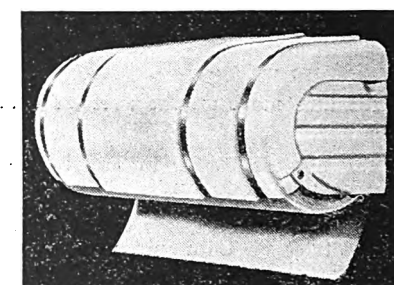
HOT SPRINGS NATIONAL PARK ARKANSAS

Uncle Sam's most popular playground is an ideal spot for your summer vacation—a glorious opportunity for you to enjoy the famous thermal waters known throughout the world for benefits in relieving generally run down physical conditions and for toning up tired muscles and nerves for renewed energy. A U. S. Government supervised bath house is under the same roof of the Hotel Eastman. Enjoy Hot Springs and the Eastman this summer—mountains, miles of lake shores, horseback riding, motoring, hiking—a vacation paradise awaits you in Hot Springs. Low summer rates now available. Write for pictorial literature. Address:

HOTEL EASTMAN and BATHS
HOT SPRINGS NATIONAL PARK, ARKANSAS

TOWEL DISPENSER

REFER TO HT 1408



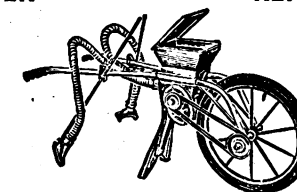
Description: Attractiveness and durability are combined features of the new "Gregco" Paper Towel Dispenser. It is substantially constructed of steel, and finished with a hard baked enamel. Trimmed with chromium bands. Furnished in red, white, yellow, ivory, blue, and green. Liberal profit margin to dealers.

Suggested Retail Price: \$1.00.

Gregg Manufacturing Co., Fredericktown, Ohio.

PLANT DUSTER

REFER TO HT 1409



Description: No. 38D "Little Giant" Traction Wheelbarrow Duster is specially built for dusting garden vegetables, melons, cotton, flowers, shrubbery, fruit and ornamental trees, etc. In operation, highly air-floated dust forms a swirling dust cloud in and around the plant, giving a thorough dust coverage on the stalks, underneath as well as on top of plants, reaching hidden diseases and insects and penetrating into spaces where water cannot reach. Adjustable feed gauge controls amount of dust. Duster blower unit made of heavy gauge copper bearing sheet steel; frame of strong steel tubing; hard steel cut gears; flexible nozzle tubes; 24" steel wheel, with 24x 2.125 pneumatic tire. Hopper capacity, 10 to 12 lbs. Length 63"; width 22"; height 28½". Larger model (No. 35D) also available.

Package and Shipping Weight: 1 in a carton; No. 38D, 50 lbs., No. 35D, 65 lbs.

Suggested Retail Price: No. 38D, \$36.00, No. 35D, \$42.50.

D. B. Smith & Co., 414 Main St., Utica, N. Y.

ELECTRIC IRON

REFER TO HT 1410



Sales Features: The K-M "Gad-A-Bout" is a light-weight, streamlined electric iron designed especially for travelers and vacationers—with a folding handle, it slips easily into a brown suede fabric case for convenient packing and carrying. Has a visible heat indicator, embedded element, chromium finish, and plastic handle.

List Price: \$4.95, complete with cord set and case.

Suppliers: Wholesalers.

Knapp-Monarch Co., St. Louis, Mo.

PLASTER PATCH

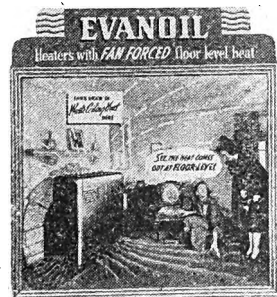
REFER TO HT 1411



Dealer Helps: A new container, known as the "U.G.L. Mixtop Pail," for merchandising manufacturer's "plaster patch," is announced. One of its advantages is that the cover may be used as a mixing pan whenever a small quantity of plaster is needed for repair work. Cover is deep drawn of the full-friction type, with handle soldered on the under side to form the "mortar board"; can body, of black iron, lithographed in deep blue on white base. Designed by Continental Can Co., Inc. A display featuring the advantages of the mixing pan cover is now available to those dealers handling the product. United Gilsonite Laboratories, Scranton, Pa.

OIL HEATER

REFER TO HT 1412



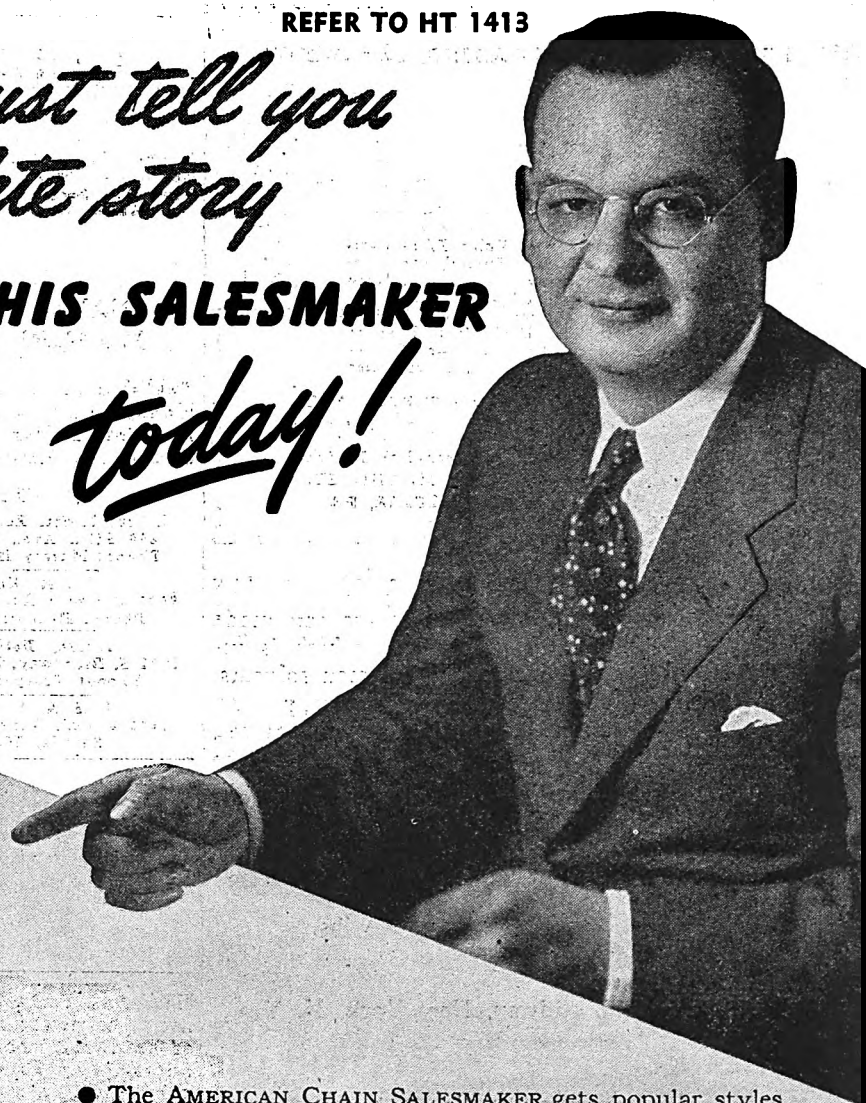
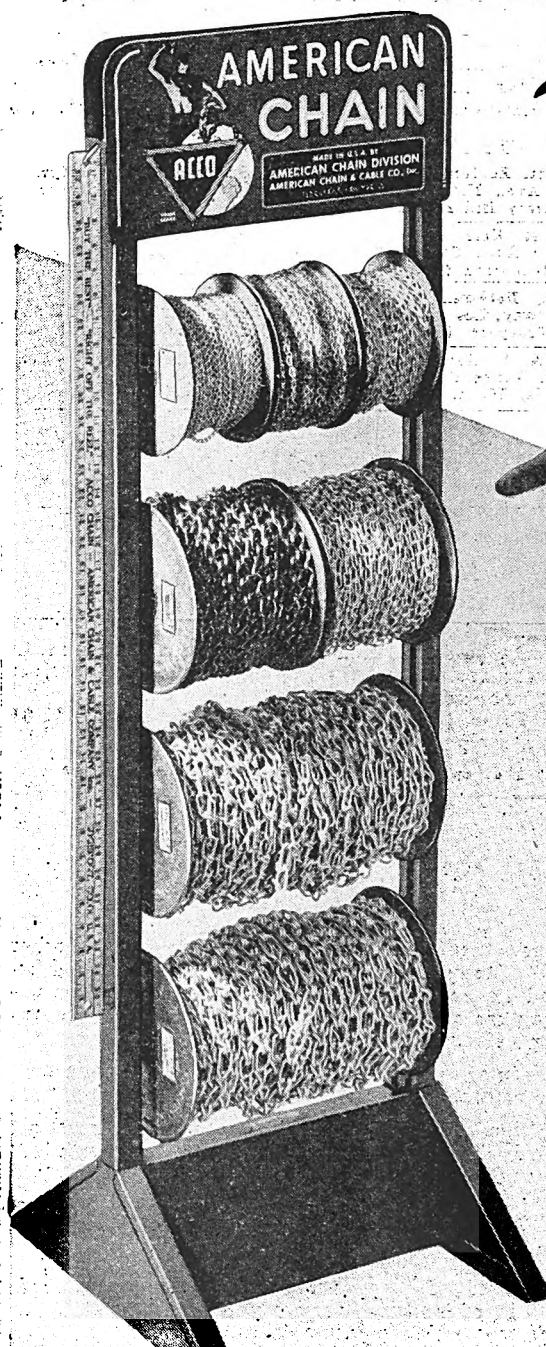
Dealer Helps: Focal point of this new two-color action window display is a living room scene in which is shown an "Evanoil" oil-fired space heater. It is a self-contained unit equipped with two flashers, which intermittently illuminate arrows showing method of reversed fan-forced air circulation, and also illuminate (in bright red) heat waves which illustrate the principle of fan-forced floor-level heat. Enclosed in a gold-colored frame, 44" high x 40" wide, and may be folded flat and hung on wall, if desired.

Evans Products Company, Fullerton at Greenfield, Detroit, Mich.

*"If I could just tell you
the complete story*

YOU'D ORDER THIS SALESMAN

today!



● The AMERICAN CHAIN SALESMAN gets popular styles and sizes of chain out where your customers can see and handle them. Everybody knows about chain. A lot of people need chain but they don't think about it until you put the chain right under their noses—and let them make up their minds for themselves.

I'm confident you'll have the same experience as hundreds of other good dealers. They've been amazed at the extra reels of chain they've moved with the AMERICAN CHAIN SALESMAN—sales they say they couldn't have gotten without it.

You try the AMERICAN CHAIN SALESMAN. Your jobber's salesman will explain why it's a sure-fire profit-builder."

W. D. KIRKPATRICK
Vice President

AMERICAN CHAIN DIVISION • YORK • PA.

AMERICAN CHAIN & CABLE COMPANY, Inc.



ESSENTIAL PRODUCTS . . . AMERICAN CABLE Wire Rope, TRU-STOP Emergency Brakes, TRU-LAY Control Cables, AMERICAN Chain, WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting Machines, FORD Hoists and Trolleys, HAZARD Wire Rope, Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment, OWEN Springs, PAGE Fence, Shaped Wire, Welding Wire, READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIGHT Hoists, Cranes, Presses . . . *In Business for Your Safety*

REFER TO HT 1414

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR

Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all backfiring and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.



YOUR JOBBER CAN SUPPLY YOU.

Calbar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



IRONING BOARD COVER

REFER TO HT 1415

Description: Slip-on ironing board covers are now made of "Textilex," a vegetable fiber product, which is insoluble in live steam, boiling water, or common solvents. It is described as pliable, soft and silky in texture, porous, absorbent, and free of lint. According to manufacturer, tests have revealed these ironing board covers to be more heat resistant than similar weight cotton covers, and it is claimed that fabrics finish smoother and without impression when using this cover. Furnished in sizes to fit boards 12x48, 13x54 and 15x54, as well as popular sleeve boards.

Package and Shipping Weight: 6 doz., 5½ lbs.

Suggested Retail Price: 15c ea.

Suppliers: Wholesalers.

H. Lorch & Co., 682 Broadway, New York, N. Y.

ELECTRIC RANGE

REFER TO HT 1416



Sales Features: Outstanding among the advanced features claimed for the new Norge electric range for 1942 are: accurate six-speed switches; circuit selector switch and clock for automatic timing; choice of two types of high-efficiency, high-economy top cooking units; large capacity oven; dual oven elements; high-speed broiler unit with reflector plate; "mineral wool" oven insulation. Has one-piece top with graceful, sloping backrail; heavy-gauge metal exterior, finished in white porcelain enamel; recessed base, finished in ebony enamel with chrome trim; controls, white plastic with chromium inlay. Eight models available—Model E-450 illustrated above. Norge Division of Borg-Warner Corp., 6706 Woodbridge Street, Detroit, Mich.

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . .
Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden
Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys
Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.

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VOL. 2

JULY, 1941

NO. 7

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"NECESSITY — THE MOTHER OF INVENTION"

Put it the other way around, "Invention—the mother of necessity." Many things we did not know we needed because we had never heard of them became necessities the moment they were available. Having invented them we can not get along without them.

We have come to anticipate inventions. The public does not wait for scientific marvels; it demands them.

Knowing that someone has need for a particular gadget or product may be just the cue for an inventor to adapt an idea to that purpose.

Research laboratories are feverishly hunting for substitutes as the defense requirements begin to outweigh commercial needs.

From the field of plastics are coming materials from which hundreds of articles, formerly composed wholly or in part of aluminum, magnesium, tin, chromium and zinc, can be made.

Already it has been found possible to employ plastics as housings for vacuum cleaners, household machinery and business machines.

Fan blades, camera cases, cosmetic cases and vanity cases, airplane parts, hair drier hoods, tool and instrument handles and cases, are just a few of the more common articles in whose manufacture metals are being replaced by plastics.

WEATHERSTRIP

REFER TO HT 1417



Sales Features: "E-Z-On" Weatherstrip for windows or doors, for new or old buildings, consists of two interlocking units; one fits snugly into the other, bringing the sash and frame together. Seals windows against cold leakage, heat loss, dust and rain, and stops rattling of windows. Made of rustproof metal, perforated for nailing. Easily applied either on inside or outside of window without removing sash, or using special tools. Supplied (packaged) in all window sizes; also available in optional lengths, by lineal feet.

Dealer Helps: Consumer literature; 7"x11" easel display card, in colors; a working sales model, 1⅞" thick, 4" wide and 7" high, free with first 12 set order; window card; cooperative dealer sales plan; newspaper mats; national advertising.

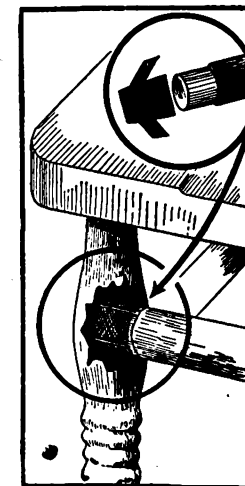
Package and Shipping Weight: 1 complete set, including necessary brads and screws, and directions for applying, in carton, wt., 2 to 3 lbs. each.

Suggested Retail Price: \$1.95 to \$3.00, depending on size.

Robert N. Baltz & Co., 1002 Granville Ave., Chicago, Ill.

FURNITURE REPAIRER

REFER TO HT 1418



Description: "Tite Joint" is a small cross of specially treated fabric that will hold any chair rung, table leg, or other loose joint firmly in place. It is held under water for a few seconds, until thoroughly wet; then placed over end of loose rung (as shown above) and pushed into socket. Cements itself to the wood, and repair is said to be permanent.

Dealer Helps: Consumer literature, imprinted with dealer's name; counter cards.

Package and Shipping Weight: Ten on cellophane-wrapped card. Packed 3, 6, or 12 doz. to carton; wt. 1, 2 and 3 lbs. respectively.

Suggested Retail Price: 10c per card. Dealer's price \$7.92 per gross.

"Tite Joint" Sales Co., 309 Fifth Ave., New York, N. Y.

PUMP

REFER TO HT 1419

Sales Features: A centrifugal pump that operates without belts, gears, or pulleys, has been developed particularly for use in electric water systems for rural and suburban homes. Elimination of many moving parts means longer wear, more dependable service, and lower maintenance costs; according to manufacturer. Quieter operation is another advantage. Pump is close-coupled with its motor to form a single, well integrated unit which lifts water efficiently from any depth down to 28 feet. Capacity, based on a 15-ft. suction head and 20-lb. tank pressure, ranges from 400 gallons per hour with a $\frac{1}{4}$ h. p. motor to 700 gallons with $\frac{1}{2}$ h. p. Motors are of the two-ball-bearing type, and are fitted with overload protector and automatic reset. In the $\frac{1}{4}$ h. p. and $\frac{1}{3}$ h. p. sizes they are of the induction type; the $\frac{1}{2}$ h. p. size is a capacitor type motor.

Flint & Walling Mfg. Co., Inc., Kendallville, Ind.

TIRE DEFLATION INDICATOR REFER TO HT 1420

Description: Recently announced is a tire deflation indicator, called the "Tire-Meter," which flashes a red danger signal on the dashboard when a tire begins to lose air. Weighing less than two ounces, the signal can be attached to all four tires without upsetting wheel balance. In addition to the light signals on the dashboard, there is an audible signal, mounted under the panel, that also warns that air is escaping. Warning signals are turned on or off through the action of a simple contact switch within the "Tire-Meter." A drop in air pressure below the predetermined pressure setting on any tire causes switch to make contact completing a circuit, lighting the signal light and sounding the audible signal. Easily installed. Available in stainless steel, chromium plated brass, nickel silver, Phenolite, Nitron, and other plastic materials, all metal parts being nickel or chromium-plated.

Tire-Meter, Inc., Harlington, Texas.

UTILITY ROD

REFER TO HT 1421



Description: The "Tog-Rod" requires no nails, bolts, screws or brackets, and leaves no scars nor scratches, but is self-supporting and adjustable to desired lengths. Thick rubber pads at the ends of rod grip walls when rod is locked into position. May be used in clothes closets, for shower bath curtains, shoe racks, window shelves, in automobiles, and in a variety of other places where temporary or lasting hanging space is desirable. Supplied in sizes: No. 1, 2 to 3 ft.; No. 2, $2\frac{1}{2}$ to 4 ft.; No. 3, 3 to 5 ft.

Tog-Rod Mfg. Company, Inc., Boatmen's Bank Bldg., St. Louis, Mo.



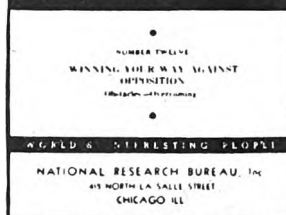
What Makes People SUCCESSFUL

DO YOU KNOW—

That ten thousand notable figures in the history of the world have had 10,000 different individualities? No two of us are alike. Wilson, Clemenceau, Ford, Chauncey Depew, Mark Twain, Will Rogers, Einstein, Eleanor Duse, Queen Marie of Rumania—all different! Lincoln, Napoleon, Cromwell, Dr. Johnson, Robespierre, Richard Coeur de Lion, Jean of Arc, St. Francis, Cleopatra, Alexander the Great. All different.

And yet each of them cultivated one or more outstanding characteristics that made him successful.

What Makes People SUCCESSFUL



The cost of WHAT MAKES PEOPLE SUCCESSFUL is \$5.20 for the complete set of 52 booklets.

Why not have this sales training program sent to you at once so you can examine its many useful features at your leisure? Just mail the coupon and the 52 booklets will be sent to you on approval for 15 days' examination.

There is no obligation. You merely agree to return the booklets at the end of the examination period or send remittance at that time.

A SALES TRAINING PROGRAM THAT IS DIFFERENT

That one question — What Makes People Successful? — probably has promoted as much thought among human beings as any other.

Dealing with people is undoubtedly the biggest problem salespeople have to face. There seldom has been a time when it was more important for a person to know HOW TO GET ALONG WITH OTHERS than now.

If one is to be successful in selling, he must have the knack of getting along with people. He must understand them; must adjust his thinking to theirs; must be able to win their friendship and cooperation.

In studying the life stories of those who have worked themselves up to the top, it was found that they had developed a few outstanding characteristics and personality traits which enabled them to stand head and shoulders over their fellow men.

Six years ago the National Research Bureau determined to find out WHAT MAKES PEOPLE SUCCESSFUL — why one salesperson is more successful than others — what qualities did he or she develop that others neglected. The Bureau's staff reviewed, condensed and digested in brief form the success experiences of more than 500 of the world's most famous men and women.

FIFTEEN DAYS' EXAMINATION ON APPROVAL

NATIONAL RESEARCH BUREAU, INC.

320 NORTH LA SALLE STREET
CHICAGO, ILLINOIS

PLEASE SEND US 52 ISSUES OF YOUR CAMPAIGN

WHAT MAKES PEOPLE SUCCESSFUL

AND INVOICE US AT \$5.20

We have the right to return this program for full credit within 15 days from receipt of material.

Name _____

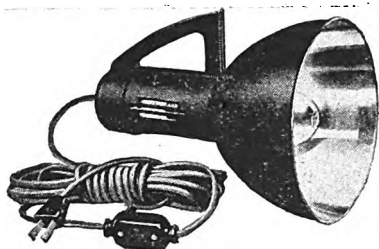
Firm _____

Street _____

City _____

EXTERMINATOR

REFER TO HT 1423



Description: Insects of all kinds that may infest homes, institutions, and commercial places, as well as insects on plants, humans or animals are destroyed almost instantly under the lethal rays of a new insect pest exterminator, called the "Leray Parasphere Appliance." It looks like an electric light bulb in a gold plated reflector with a connection for any 110-120 volt AC electric outlet; but the special filament bulb generates infra-red rays instead of light rays. Harmless to humans, animals and fowl, according to scientific research reports of manufacturer. Bulb guaranteed for 100 hours' service.

Fostoria Pressed Steel Corp., Fostoria, Ohio.

GLASS SUBSTITUTE

REFER TO HT 1424

Dealer Help: Ready now for distribution is a colorful, all-metal display for dispensing "R-V-Lite," transparent glass substitute. Display is adjustable for installing in any position on counter, wall, shelf or hanging rack; has a convenient cutting guide. Lacquered in red, yellow and blue. Furnished free to dealers with the purchase of one 150-foot roll of "R-V-Lite."

Arvey Corporation, 3462 N. Kimball Ave., Chicago, Ill.

ELECTRIC FANS

REFER TO HT 1425



Dealer Helps: As a dealer aid to sales of "night cooling" fans, a large cut-out display background, featuring the Ilg "Rollaire" or the "Ilgwind" models, is now being distributed. An actual fan, connected to display by a cord and plug, is featured against a colorful, graphic background. Accompanying each display is a free dealer kit of selling helps, which includes store posters, window decals, folders, bulletins, plan book, and other current literature.

Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.

The TREND OF BUSINESS Today

Improved business during the first five months of this year resulted from a pre-defense economy. The latest *Bureau of the Census* figures showing retail sales clearly indicate that this improved business has penetrated rural areas.

OIL HEATERS: With factory employment mounting daily all over the country, millions of householders, a majority of whom live in homes without central heating systems, will be better able to enjoy the convenience and comfort of oil burning space heaters.

The report of the U. S. *Bureau of Mines* showing that the demand for fuel oils broke all previous records in 1940 is significant. It states that gas, oil and distillate demand rose 16 per cent, or 25,725,000 barrels, to 164,448,000 barrels as compared with 138,723,000 barrels in 1939.

BUILDING: Residential construction in 37 states, according to F. W. *Dodge* figures for the month of April, showed an even greater increase over the same period of 1940 than had been predicted a month ago. The rise amounted to about 23 per cent.

REFRIGERATORS: In the four months of January-April 1941 the industry has sold a total of 1,640,213 refrigerators, or 42.19 per cent in excess of comparable sales of 1940. The four months' cumulative of 1941 not only surpasses the volume of the full year of 1938 by 361,011 units—but comes close to catching up with the full year of 1939 when the volume totalled 1,956,002 refrigerators.

ELECTRIC WASHERS: On a four months' comparison of cumulative sales of 1941 versus 1940, the picture shows an over-all unit increase of 27.78 per cent with the dollar income at retail value up 34.26 per cent, and average prices \$74.99 in 1941 against \$71.37 in 1940.

April 1941	201,453 washers
April 1940	125,052 washers
4 Mos. 1941	654,576 washers
4 Mos. 1931	512,275 washers
Saturation, January 1941 — 15,600,000 homes or 66.1 per cent of total wired homes.	

FREIGHT LOADINGS: Revenue railroad freight loadings for the week ended June 14 advanced to 862,975 cars, the second highest this year and largest for any corresponding week since 1930. The increase of 10,035 cars, or 1.20 per cent, over the preceding week, however, was considered slightly less than seasonal.

Loadings for the week ended June 14 gained 150,054 cars, or 21 per cent, over the corresponding period last year. In the week ended June 7, the gain over the 1940 period was 21.3 per cent.

COAL: Coal shipments showed the highest gain for the week ended June 14, with an increase of 7,143 cars over the preceding week.

DEPARTMENT STORE SALES: In the nation's 12 reserve districts Department Store sales increased 13 per cent for the week ended June 14, and 15 per cent for the four weeks compared with 1940.

PROFIT MARGIN AND EXPENSE: During 1940 the average hardware store, with still rising sales, reduced expense percentage — to 24.86 per cent. But the margin of profit slipped from the 27.35 per cent of 1939 to 26.82 per cent. The spread between margin and expense in 1940 was still comfortable.

INSTALLMENT TERMS: Installment terms may soon be upped by Congress on request of the *Federal Reserve Board* to prevent inflation and encourage purchase of government bonds and savings stamps. The Reserve Board plans to control installment selling by increasing down payments and reducing the life of installment contracts on consumer merchandise, including furniture, automobiles and appliances. Best guess is that furniture and appliance terms will be 25 per cent down and 12 months. Automobile terms are said to be 33 1/2 per cent down and one year. By encouraging the public to buy government securities, the aftermath of the preparedness campaign can be cushioned, it is pointed out, and people will not buy needless articles if installment terms are stiffened as planned.

UTILITY ROD

REFER TO HT 1426

Description: A new utility board of select hardwood, for cutting bread, meats, flouring foods, and chopping, has a wooden mallet for pounding steak, which fits into the corner, handle sliding into a slot. A shallow bowl for flour or chopping is cut into one face of the board, while the opposite side is intended for pounding flour into meat.

Package: Cellophane wrapped.

Suggested Retail Price: \$1.25

Baker & Chickering, Berkeley, Calif.

FLUORESCENT LAMP

REFER TO HT 1427

Description: A fluorescent bed lamp recently introduced is designed to take a 15" white fluorescent tube. Constructed of heavy gauge lead coated metal, with baked-on enamel finish. Trim is artistic bronze with "color-tone" enamel reflecting surface. Equipped with rubber covered hooks and hold-off bar to eliminate possibility of marring furniture. Available in Morocco brown, and ivory finishes; special colors made up on quantity orders. Lamp may also be used as shaving mirror.

Suggested Retail Price: \$5.50.

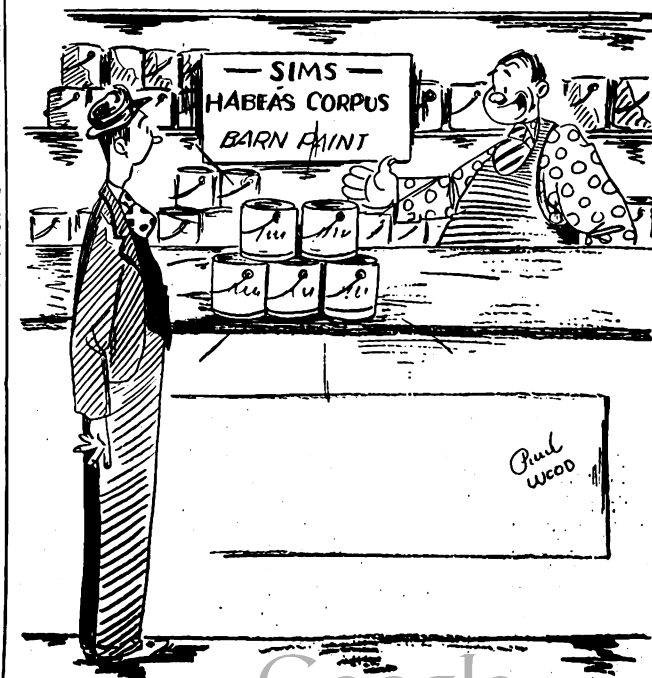
Van Dyke Industries, 2857 S. Halsted St., Chicago, Ill.

INSECT REPELLENT

REFER TO HT 1428

Description: The manufacturers of "First Lamp," an insect repellent, have designed two new counter displays, both of which are supplied free to retailers with deal "H" containing 30 lamps, assorted in 3 sizes. One is an "action" display, with a revolving cylinder giving the illusion of insects flying away from the lamp. The repellent lamp, particularly recommended for homes, outdoor stands, pavillions, park concessions, etc., is supplied in all wattages—from 6 to 1500.

First Lamp Co., Toledo, Ohio.



"YES, SIR, THAT MEANS IT'S GOT THE BODY—AND, OH BOY, WHAT A BODY!"

PRICE CHANGES

To maintain a constant profit margin level, or to improve it, it is important to keep in close touch with buying prices and mark up retail prices as promptly and as fully as competitive conditions will permit.

ALUMINUM FLOATS—Advanced 10 per cent.
AUGERS AND AUGER BITS—Various items advanced up to 7½ per cent by one manufacturer.
AUTO HEATER WATER HOSE—Advanced 15 per cent.
BATHROOM ACCESSORIES, BRASS, CHROME PLATED—Advance of 8 per cent effective June 15.
BIT BRACES—Three numbers advanced 10 to 20 per cent.
CAST IRON FITTINGS—Advanced 5 per cent.
CASTERS—Prices on all styles of Phoenix anti-friction truck casters were recently advanced 10 per cent.
CHAIN—Some numbers of coil chain, conveyor chain, log chain, loading chain, dredge chain and steam shovel chain advanced 1 to 3 per cent.
CHISELS—Advanced 5 per cent.
CIRCULAR SAWS—Advanced 10 to 20 per cent.
CLAMPS, CABINET MAKERS', CARRIAGE, CARPENTERS'—Advanced 12 per cent.
CLOTHES DRYERS—One manufacturer recently advanced prices approximately 4 per cent.
CLOTHES PINS—Advanced 5 per cent in bulk; 5 to 10 per cent in packages.
COOK STOVES, COAL AND WOOD—Advanced 5 to 10 per cent.
CONDUIT FITTINGS—Advanced 10 per cent.
EAVES TROUGH HANGERS—Advanced 2½ per cent.
ELECTRIC IRONERS—Advanced 5 to 8 per cent by some manufacturers.
EMERY CLOTH—Advanced 1c pound by one manufacturer.
EYE BOLTS AND NUTS—Advanced 20 per cent by one manufacturer.
FAUCET BIBBS—Advanced 5 per cent.
FIELD FENCE, TRIANGLE MESH—Advanced \$5.00 per ton.
FIREARMS—Additional increase in dealer and retail price on various models effective May 26, is announced by the Marling Firearms Co.
FIRE SHOVELS—Advanced 10 per cent by one manufacturer.
FLANGES, CLOSET FLOOR, BRASS—Advanced 5 per cent.
FLUE STOPPERS—Advanced 8 per cent by one manufacturer.
GARBAGE RECEIVERS, UNDERGROUND—Advanced 10 per cent.
GAS HEATERS—Advanced 5 per cent.
GAS RANGES—Advanced 2 to 10 per cent.
GAUGE GLASSES—Advanced 5 per cent.
GLASS SUBSTITUTES—Advanced 10 per cent.
GRASS CATCHERS—Advanced 5 per cent by one manufacturer.
GRINDERS HAND TOOL—Advanced 10 per cent.
HACKSAW BLADES—Advanced 6 per cent by one manufacturer.
HALF SOLES—Advanced 5 to 8 per cent.
HAMMERS, RIVETING AND TINNERS'—Advanced 10 per cent.
HANDLES, CAN'T HOOK—Advanced 10 to 20 per cent.
HARNESS—With new mark-ups on hides, harness prices are expected to advance.
HEEL PLATES—Advanced 5 per cent.
HOIST HOOKS—Advanced 10 per cent by one manufacturer.
HOSE COUPLINGS—Advanced 10 per cent.
HOSE NOZZLES—Advanced 10 to 15 per cent.

HOSE REELS—Some numbers advanced 6 to 25 per cent by one manufacturer.
JACK SCREWS—Advanced 10 per cent.
KETTLES, COPPER PRESERVING—Advanced 1½ per cent by one manufacturer.
KITCHEN CABINETS—Some lines advance 5 to 10 per cent.
KNIVES, CORN—Advanced 20 per cent.
KNIVES, DRAW—Advanced 5 per cent.
LAMP BURNERS—Advanced 5 per cent by one manufacturer.
LAUNDRY STOVES—Advanced 5 per cent.
LAUNDRY TUBS—Advanced 5 per cent.
LIGHTING FIXTURES—One manufacturer announces addition of 5 per cent to net cost of all invoices.
LOCK WASHERS—Advanced 10 per cent.
MANDRELS—Advanced 10 per cent.
METAL WARE—Entire line of one manufacturer of household and dairy metal ware advanced an average of 5 per cent.
OIL SPACE HEATERS—Advanced 4 to 5 per cent.
PLASTERING HAWKS—Advanced 7 per cent.
PLASTERING TROWELS—Advanced 12 per cent.
PLATES, CEILING AND FLOOR—Advanced 5 per cent.
POLISHING WAX—One manufacturer to issue new price list soon advancing prices 12c to 15c a gallon.
PULLEYS—Advances ranging from 5 to 50 per cent have been made by leading makers on most sizes and numbers of small miscellaneous pulleys.
PUTTY—Advanced 7½ per cent.
RIFLES—New Fair Trade price schedule issued by O. F. Mossberg & Sons, Inc., effective May 19, increases list and minimum prices on three rifle models.
RIVETS AND BURRS, COPPER—Advanced 22 per cent by one manufacturer.
ROOF FLASHINGS—Reduced 10 per cent.
ROPE, JUTE—Advanced 11 per cent by one mill.
ROPE, SISAL—Advanced 8 per cent by one mill.
SAW SETS—Advanced 5 to 12½ per cent by some manufacturers.
SAWS—Low price cross cut and hand saws advanced 10 per cent.
SCREEN DOOR BRACES, CADMIUM PLATED—Advanced 12½ per cent by one manufacturer.
SCREEN DOOR CHECKS—Advanced 10 per cent.
SHOWER BATHS—Advanced 5 per cent.
SHOWER CABINETS—Advanced 3 per cent.
SOLDERING IRONS, ELECTRIC—Advanced 10 per cent.
STANDS, POLISHING AND GRINDING—Advanced 10 per cent.
STEEL PIPE, GALVANIZED—Advanced 7 per cent.
TANK BALLS—Advanced 5 per cent.
TANKS, SEPTIC—Advanced 5 per cent.
TINWARE—General advance of 8 per cent by one manufacturer.
TOOLS—Popular price tools advanced from 10 per cent for pliers, angle wrenches and screw drivers to 20 per cent for other small tools.
TROPHIES AND MEDALS—Effective May 1, all gift items, trophies, medals, balls and charms are listed at increased prices by Dodge, Incorporated.
TWINE, COTTON, SEIN, TROT LINE AND STAG-ING—Advanced 5 per cent.
WASHING MACHINES, NON-ELECTRIC—Advanced \$1.00.
WHITE LEAD—Advance 4 per cent on May 1 by one manufacturer.
WIRE BRUSHES—Advanced 10 per cent.
WIRE GOODS, BRIGHT, NICKEL, CADMIUM PLATED AND BRASS PLATED—Advanced 10 per cent by some manufacturers.
WOOD FLOATS—Advanced 10 per cent.

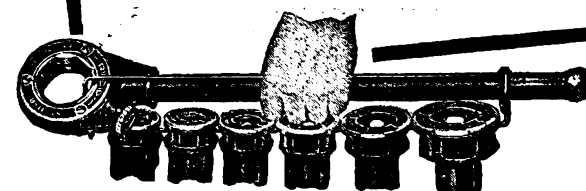
REFER TO HT 1429

There's Profit In
Faster-Working
Tools This Year

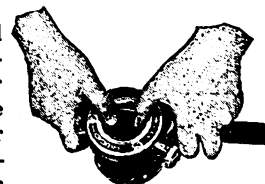


Sell Them the Easier
Threading of This
Speedy No. OR

RIGID



Minutes count this year — and avoidable motion wastes manpower. Speed the work for your customers who have small pipe to thread — with these work-saver ratchet dies. Die heads snap instantly into ratchet ring from either side, can't fall out. And push out easily for changing. Dies reverse quickly for close-to-wall threads, no special dies that can't be found when wanted. Handy patented die carrier with each set. You make money this year selling tools that save valuable time and effort — order easier-working **RIGIDS** at your Supply House.



Die heads push out readily for changing.



Dies reverse quickly for close-to-wall threads — no special dies needed. Long wear dies, easily reground.

THE RIDGE TOOL COMPANY
ELYRIA, OHIO

RIGID

WORK-SAVING PIPE TOOLS

PLANT VITAMINS

REFER TO HT 1430

Description: A handy way to supply Vitamin B1 to growing plants, indoors or out, is to thrust "Magic Green Fingers" into the soil beside each plant and closet to its roots. They are slender pieces of green-colored wood, so impregnated with the vitamin that some is released every time the plant is watered. According to manufacturer, one finger furnishes a month's supply of 15 international vitamin units.

Smyles Laboratories, Dept. T, 108 Hennepin Ave., Minneapolis, Minn.

RUG HOLDER

REFER TO HT 1431

Description: Placed underneath "risky" rugs, the "Rug-Snug" literally hugs rugs to the floor, preventing many household accidents caused by rugs that shift, skid or slide. Made of specially woven fabric, thoroughly impregnated with a wax-like substance. Will not darken floors, is mothproof, washable, and odorless. Supplied in 18 sizes—smallest size, 18"x36".

Dealer Help: Floor display stand given free with purchase of an assortment of sizes.

Package: Individually packaged.

List Prices: 59c and up.

Rug-Snug, Inc., Hartford, Conn.

HYDRAULIC JACK

REFER TO HT 1432



Dealer Help: An attractive counter stand displays a "Simplex" heavy duty hydraulic jack so that customers are induced to "try it." The jack stands on the display, holding it upright, and the cardboard base on which it stands protects counters against marring. Features claimed for the jack, such as the non-deteriorating neoprene pressure packing seals, the pressure tested malleable iron top nut, and the jack handle with "screw driver" end used to turn the slot headed lowering release valve, are listed on the display.

Templeton, Kenly & Company, 1020 S. Central Avenue, Chicago, Ill.



FISHING TACKLE

Recently a dealer in Michigan used this stunt to attract attention to his complete line of fishing tackle.

To tie in with an attractive window display devoted to fishing tackle and related items, he had all of his clerks (even his truck driver) wear battered felt hats, decorated in true fisherman style with a variety of colorful "flies" and with the words "Goin' Fishin'?" on the hat band. The hats were worn on the street as well as in the store, creating much curiosity. All customers who displayed more than casual interest were referred to the store owner, an enthusiastic fisherman himself. As the result of this promotion, the store did the greatest volume of fishing tackle business in all its years of existence.

GIFTS TO NEWLYWEDS

A dealer in a small town in Wisconsin sends all newlyweds a free gift coupon for some item, such as furniture polish, a measuring cup, or some other small useful article. The gift coupon is accompanied with a letter congratulating the couple, and extending them a cordial invitation to visit the store. Dealer claims he has had fine results with the plan, about three-fourths of the coupons being returned. In this way, he gets the newlyweds into the store, which gives him an opportunity to talk electrical appliances, kitchen equipment and general household items.

WRAPPING SERVICE

A New Jersey retailer has adopted the practice of wrapping all items purchased as gifts in attractive packages. Each article is wrapped in tissue paper and tied with an artistic bow of colorful cellophane ribbon. This added store service has increased customer traffic, attracting customers to the store from distant parts of the city, and gift sales have more than doubled.

LAST-MINUTE SHOPPER

A store in Iowa has also added this gift wrapping service, and the young lady in charge of the housewares and gift section points out another angle on gift wrapping—it concerns the last-minute shopper. "Women appreciate having their gifts wrapped," she states. "They can dash into your store at the last minute for a gift and know it will be attractively wrapped." Gift wrapping is one secret of the large volume of business done by this store.

USING THE USER

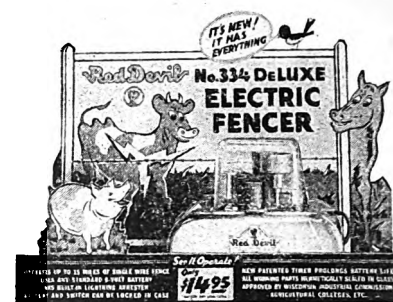
The manager of a hardware store in the Southwest has kept an up-to-date list painted on a large bulletin board showing the names of those who have purchased refrigerators, stoves, and other major appliances. Today the list contains approximately 1500 names of some one from practically every surrounding neighborhood and community. "It is never difficult for us to find a friend of the prospect to whom we are trying to sell and using that friend's name to influence the purchaser," explained the manager. "We also publish a column in one of the Sunday papers, in which we refer to 'John Jones,' etc., and the fact that he has recently purchased some major appliance item that we sell. We have found that it has influenced many buyers." Of course, permission is first obtained from the user before referring to him in the advertisement. Whenever a new buyer names an old user as having influenced his purchase, the store shows its appreciation by some small gift to the user who proved to be such a helpful salesman.

TURNING WHEELS

A bicycle with turning wheels, suspended above the entrance of a shop in New Orleans, catches the eye of every passerby and draws attention to the shop. Attached to every second or third spoke are vari-colored fins cut out of zinc or tin. The cupped fins catch the wind and keep the wheels constantly in motion.

ELECTRIC FENCER

REFER TO HT 1433



Dealer Helps: Produced in five colors, a new demonstrator display serves not only to attract attention to the new "Red Devil" No. 334 Deluxe Electric Fencer but also to help the dealer demonstrate its many new sales features. Effectively dramatized is the simple, harmless shocking action by which livestock coming in contact with any section of the 15 miles of fence which the new fencer operates are "reminded" to stay where they belong. Tied in with this display is a new, colorful, four-page consumer folder which is available in quantities with dealer's imprint.

Landon P. Smith, Inc., Dealer Helps Department, Irvington, N. J.

CORK

REFER TO HT 1434

Description: The new "Vakumkork" is ideal for sealing vacuum bottles and prevents loss of heat or cold by seepage. Freshness of liquids is easily retained. Claimed to seal air-tight and prevent contents of bottle from souring. Constructed entirely of odorless boil-proof rubber. Easily cleaned and sterilized; insertion and removal of cork requires little effort.

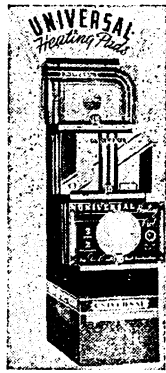
Kimberkork Co., 2043 N. Cicero, Chicago, Ill.



"HEY, BILL! WHAT KIND FOR MUD AND STRAW HOUSES?"

HEATING PADS

REFER TO HT 1435



Dealer Help: This convenient, "self-selling" floor stand has been designed to display new Universal heating pads as well as new packaging. Holds 6 pads arranged in sets of 2 on each level, and shows to advantage the bright, new colors and the attractive cellophane window packaging. Furnished free to dealers with a purchase of 6 pads—2 each in "Krinkle" cloth, green blanket cloth and cedar flannel.

Suggested Retail Price: \$2.95, \$3.95 and \$4.95 each; total retail value of deal, \$23.70, cost to dealer, \$15.00.
Suppliers: Wholesalers.

Landers, Frary & Clark, New Britain, Conn.

PAINT

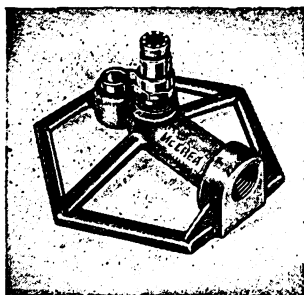
REFER TO HT 1436

Description: A new substitute for aluminum paint, called "Light Gray To-trust," for inside or outside painting, is announced. It is said to look like aluminum paint, have approximately the same light reflections, and to possess all its other features—yet costs much less. Claimed to have unusual penetrative and protective qualities, stopping rust at its source. Paints over galvanized metals, can be applied to damp metal or solid rust, and is not affected by a vast range of temperatures. Prices and literature on request.

The Wilbur & Williams Company, Park Square Bldg., Boston, Mass.

SPRINKLER

REFER TO HT 1437



Description: The new "Four-in-One" water sprinkler can be used to throw a 35-foot diameter spray for deep penetration; operated with half head spraying for along walks without inconvenience to pedestrians, or used with quarter head localizing spray on flowers and shrubs. Regardless of the landscape pattern, the correct spraying can be limited to the portion desired. Full circle head can be adjusted from coarse raindrops to fine mist. Base, of cast iron, attractively finished; removable head and socket, of non-corrosive brass.

List Price: \$1.85 complete.

McCrea Sprinkler Co., Forest Junction, Wisconsin.

SCANNING THE FIELD FOR IDEAS

(Continued from page 8)

PAINTING
"LESSONS"

A moderately sized store in a neighborhood district claims to sell more paint than some of the large downtown stores due to the fact that they teach customers how to produce a beautiful, professional-looking paint job. The manager of the paint department has incorporated some of his own ideas into the problem of stepping up volume. He decided that they couldn't sell much paint that was just setting on the shelves, so he began making both men and women want to use a lot of paint around their homes by teaching them how to use a paint brush, how to apply paint properly, thin it, prepare the painting surface, etc. A board is kept handy for demonstrating exactly how the paint brush should be handled, and how the paint should be brushed out or flowed on—sometimes actually using paint in the demonstration. "Get a customer really interested in doing a good job, and he'll be a paint fan forever afterwards," claims the manager.

PAINTERS'
BANQUET

Another idea to promote paint sales—a hardware company in New Mexico holds a banquet annually for all local painters and paperhangers in the store's appliance demonstration room. No attempt is made to sell paint at these banquets; however, samples of the line carried are displayed on a table along the side of the room. An added inducement for attending, painters are offered two door prizes—this year a radio and an electric brush cleaner were given away. In this way, painters get to know the store, and the store, in turn, becomes better acquainted with its customers and prospects. Although only a short time in the paint business, the company stands second in the state in point of volume on its featured line.

BUILDING
PROSPECTS

A dealer in Arizona knows how to take advantage of opportunities! When a special daytime event was scheduled in a motion picture theatre at the end of his street, bringing crowds past his store, he arranged a window display of roasters and offered a chance on one of these appliances to anyone who cared to come in and register. About 800 women filled out information cards which entitled them to a chance on the drawing. Among the questions asked was: "What electrical appliance are you most interested in as your next purchase?" About one-fourth answered that it would be an electric refrigerator. The list furnished an excellent group of prospects for follow-up work.

REEL
DISPLAY

A California dealer recently rigged up a system of displaying all types of reels on top of the counter so that his customers could gratify their desire to "play" with the merchandise. He fastened rows of pipes on the top of the counter and clamped the reels to those pipes, which are raised an inch or so above the top of the case. Prospective customers can now twirl the handles to their heart's content and examine all the reels carefully before buying. As well as a medium for promoting sales, this idea has been a time and labor saver in selling reels to fishermen.

BIRTHDAY
CARD

A wise retailer in Illinois has compiled a list of the birthdays of all the youngsters in his neighborhood. About a month before the birthday of a youngster, sends a post card to the parents, suggesting that a bicycle be given to their boy or girl as a birthday gift, to be paid for on the installment plan. His object is to make the sale before some other gift is bought, or before the bicycle is purchased elsewhere. Even if a sale is not made, he sends the youngster a birthday card. The cost is little, but the good will created is great.

DOOR
CHIMES

To promote the sale of electric door chimes, a dealer in Florida connected a set in the window through a "make-and-break" device attached to a small motor concealed behind a movable background. Sound of the chimes ringing at intervals was carried outside the window through a loudspeaker. Dealer reports that the display sold out his stock of chimes three times before the sales pull of the display began to weaken.

REFER TO HT 1438

Clinker Tongs

Fire Hooks

Pokers

Back Up Wrenches

Clinker Hooks

Ash Hoos

Slice Bars

PICK UP ADDITIONAL PROFITS DURING THE HEATING SEASON BY HANDLING THIS POPULAR LINE OF FURNACE TOOLS.

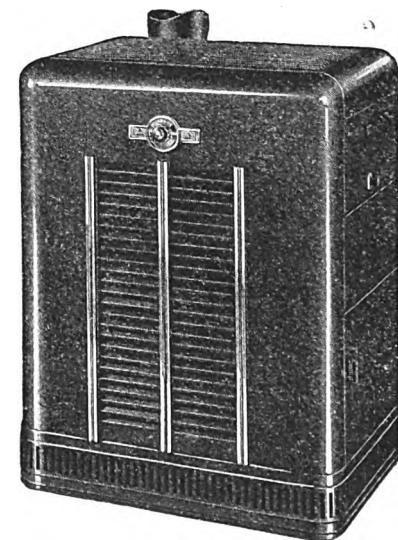
Ask your jobber for 1941
Catalog, or write direct to:—

FARRELL-CHEEK STEEL CO.

SANDUSKY, OHIO

OIL HEATER

REFER TO HT 1439

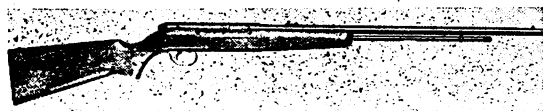


Description: A new "console" style heater No. 2205, recently added to the line of "Ivanhoe" oil burning heaters, gives a combination of radiating, circulating and directed heat, being equipped with two heat-directing shutters on each side and louvres in front. Heating capacity is 55,000 B. t. u. per hour. Oil valve is controlled from a dial on front of cabinet. Finish, brown baked enamel.

Perfection Stove Co., Cleveland, Ohio.

RIFLE

REFER TO HT 1440



Description: The new Remington Model 550 autoloading .22 caliber rifle is described as a fast-shooting, accurate rifle for hunting small game and pests; also ideal for shooting galleries. One of its basic features is the "power piston" that permits it to shoot .22 short, .22 long and .22 long rifle regular or high speed cartridges interchangeably and automatically without adjustment. Among other important features are: easy takedown; 24" round tapered barrel, crowned at muzzle; large capacity magazine; double extractors; positive side lever type thumb safety; full size, one-piece pistol grip stock of American walnut; top of receiver grooved for better sighting; new style step adjustable rear sight and white metal bead front sight for quicker aim. Length overall, 43½"; length taken down, 31½"; wt. 6½ lbs.

Suggested Retail Price: \$20.95.

Remington Arms Co., Inc., Bridgeport, Conn.

FLASHLIGHT

REFER TO HT 1441



Sales Features: A new type of reinforcement molded integrally into the rim, making it practically indestructible, according to manufacturer, is a new feature incorporated in the Gits Eye Flashlight, which is made of plastic, with unbreakable acetate lens. Available in a wide range of colors. Complete information, prices and samples on request.

Dealer Help: A colored display card (9" across with flashlight mounted in place, 6" deep and 11" high) furnished free to dealers with each order.

Gits Molding Corp., 4600 Huron St., Chicago, Ill.

BUSINESS DIGEST

(Continued from page 1)

Do You Know . . .

That pricing should be done with an ordinary pencil . . . Figures should be carefully and legibly written, but not too heavily . . . Then changes can be made speedily and easily.

That the physical layout of most small hardware ads is usually crowded into a page devoted to cut price selling . . . The individual price is therefore the only feature set in bold type.

That the day is here when a large portion of the public wants—and will pay for—quality . . . Let's have advertising help carry its share of the selling job, with honest, hard-hitting, factual copy.

That about 60 per cent of the space purchased in magazines indicates no appreciation of the importance of continuity and repetition . . . two of the fundamentals of successful advertising.

That repetition is very desirable . . . It builds up a series of sales impressions that may result in a decision to buy.

That the need of the hour is "better merchandising" . . . As an aid to all retailers, it is vital that manufacturers build step-up features into their merchandise.

That factual information should be attached to merchandise . . . in order that retail salesmen may do a better selling job.

That intelligent merchandising effort cannot fail to pay dividends . . . The only "out" for retailers is to pull themselves up by their own boot straps!

That price fixing is bad for everyone, because . . .

1. If prices are fixed high enough to protect the weak unit of business, the consumer is trimmed.

2. If prices are fixed at an arbitrary low level, the weak business unit is ruined.

That the reflection of paint colors was recently evaluated in a survey conducted by the *Lighting Laboratory* of the *General Electric Co.* . . . The table below shows these values.

White gloss	84%
White (flat)	82%
Eggshell white	81%
Ivory white	79%
Cream	74%
Aluminum (made with paste)	73%
Ivory tan	67%
Light green	62%
Light gray	59%
Buff	55%
Light blue	52%
Medium green	49%
Tan	48%
Medium blue	43%
French gray	32%

That total births in 1940, according to the *Census Bureau*, were 2,350,000 . . . while the infant mortality rate dropped from 48 to 47.8 deaths for each 1,000 births.

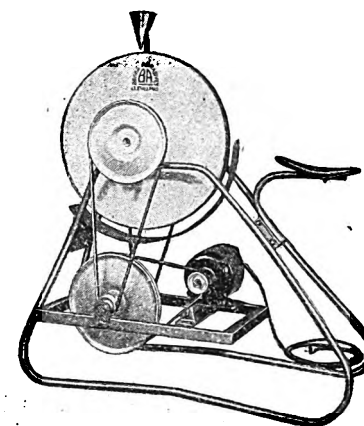
That a salesman puts on many shows each day, one demonstration follows another, in which he tells the same story to the countless prospects that pass before him . . . A magician does the same, only he sells his illusions.

That the public gives magicians a great deal of credit for making people look where they want them to . . . It can be used in selling to force people to pay attention to the points you want to get across.

REFER TO HT 1442

GRINDER

REFER TO HT 1443



Sales Features: The "Streamliner" is described as a modern grinder that will provide years of efficient service with minimum upkeep. Frame made of tubular steel, welded throughout for extra strength and endurance. Has self-tightening V-belts, extra comfortable seat, and is equipped with high quality Ohio grindstone, 19" to 22" in diameter, 1¾" to 2" thick. Furnished with or without ¼ H.P., 110 volts, 60 cycle AC motor. Also available as foot treadle model.

Shipping Weight: Frame complete, less stone and motor, 65 lbs.; motor, 25 lbs.; stone, approximately 55 lbs.

Berea Abrasives, 1134-A Builders Exchange Bldg., Cleveland, O.



"A BIG TUB? YES, MA'AM!"

ASK YOUR SUPPLIER—ABOUT

AUTOYRE

DESIGNED FOR TOP SALABILITY

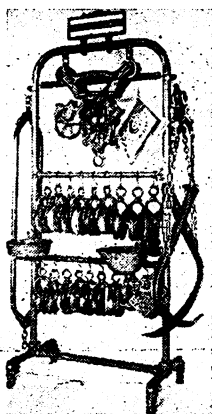
OAKVILLE, CONNECTICUT

BATHROOM & KITCHEN FIXTURES
Chrome, cadmium, white
enamel lines at 10¢, 25¢, 50¢

WRITE FOR CATALOG INSERTS

BARN HARDWARE

REFER TO HT 1444



Dealer Help: This new "One Man Band" display crams into a 32" x 18" space a representative stock of Loudon barn hardware, including a name plate holder, steel cow stall (the arch), hay carrier, hay track and hangers, stanchion, upper stanchion holders, hay fork (or slings), pulleys, water bowls, offset hinges, stall and pen fittings.

Loudon Machinery Co., Fairfield, Iowa.

COFFEE MAKER

REFER TO HT 1445

Dealer Helps: A new assortment of "Silex" Glass Coffee Makers—6 for the price of 5—is now available to dealers in unlimited quantities. Assortment includes: 1 Saratoga 8-cup electric model, with tray; 1 Bretton 8-cup electric model; 2 Bretton 8-cup kitchen models; 1 Bretton 4-6 cup kitchen model. With the purchase of these 5 units, another Bretton 8-cup kitchen model (list \$3.45) is offered free. Packed with each coffee maker, and free to consumer, are upper and lower bowl covers, measuring cup, and extra cloth strainers. A counter or window display card, window streamer, and 50 envelope enclosures are included with each assortment; complete newspaper mat service also available.

The Silex Company, Dept. A1, Hartford, Conn.

WATCH

REFER TO HT 1446



Dealer Helps: An assortment of three "Escort Radiolite" watches, packed in a carton with an attractive display card (above) is now available to dealers. This new luminous pocket watch is a small, thin, streamlined timepiece with "airplane type" dial. The figures 9, 12 and 3 are illuminated as are also the hands and hour markers.

Suggested Retail Price: \$1.95.

Ingersoll-Waterbury Co., Waterbury, Conn.

WHAT'S Selling In the Stores

The National Merchandising Information Service Correspondents report many items as among the best sellers in the various stores "shopped" by them throughout the country.

Customer interest in the following picnic items was active. All sold well and in good volume.

Thermos Jug—Two gallon thermos jug with spigot, dark green finish at \$3.97. (Knapp-Monarch Co., New York)

Picnic Case—A fitted picnic case covered with airplane type luggage fabric and containing luncheon service for four including colored plastic plates, cups, saucers, salt and pepper shakers, colored plates handled flatware and a metal sandwich box, retailing at \$8.94. (Warren Luggage Co., New York)

Thermos Bottle—Quart-size thermos bottle in black and red finish, \$1.49. (American Thermos, New York)

Cooking Fork—A long handled cooking fork equipped with ejecting device for releasing foods from prongs sold very well at 25c. (Michigan Wire Goods Co., Niles, Michigan)

Grill—Grill with spit and broiler parts of aluminum finish, \$15.98. (Master Metal Products, Chicago)

Roasting Spit Device—to be clamped to sides of roasting pan or outdoor grill, at \$1.29 and \$2.19. (Royal Products Corp., New York)

Splint Basket—Fitted splint basket with tin insert, containing plastic cups, saucers, plates and silver finished flatware, (service for four) at \$2.98. (Leipsig & Lippe, New York)

Fibre Hamper—Also selling strongly was a painted laminated fibre hamper with hinged top, with painted plume design on yellow, wine, green ivory, peach and rose. (N. Y. Standard Mfg. Co., New York)

Electrical Appliances—Higher priced lines found more popular than usual in everything from major appliances on down. Electric fans got off to a good start. (Westinghouse, G. E., Polar Club)

Washers, Vacuums and Ranges—Major appliances active, partly due to fear of future shortage with General Electric washers, Westinghouse vacuums and Magic Chef porcelain gas ranges (\$59.95) responding well to newspaper advertising.

Hampers—Pearlwick hampers at \$2.95 moved fairly well, with bench style drawing more interest than upright style. Available in blue, green, black, rose, peach, white or black and white. (Gleitzman's, Inc., New York)

Electric Knife-Sharpener—Moved fairly well at \$2.99. (Edward Katzinger Co., Chicago)

Panabroom—A combination broom and dust pan in red, blue and green sold well at \$1.35. Dust pan was made of plastic and fitted over the broom head. (Charleston Broom Mfg. Co. Charleston, West Virginia)

Electric Mixer—Portable size with 24-ounce glass bowl at \$1.00 drew good response, with customer interest shown at three-cup measure gauge on bowl. (Chicago Elec. Mfg. Co., Chicago)

Sprinkler—Heavy sales were noted for the automatic adjustable sprinkler that throws water from five to fifty feet (Chicago Flexible Shaft Co., Chicago)

Drainer and Drainer Mat—Selling in volume was a rubber-covered wire drainer and drainer mat at \$1.29. Set was available in red, blue, green and white. (Wooster Rubber Co., Wooster, Ohio)

Lawn Mower—A rubber-tired sixteen-inch lawn mower at \$6.99 sold well. (Pennsylvania Lawn Mower Works, Primrose, Pa.)

Washer—A portable electric washer at \$9.98, created fair interest. With a capacity of six shirts, washer tub was of white porcelain enamel with black enamel dome shape top concealing motor. (Vidrio Products Corp., Chicago)

A BIG PROFIT MAKER!

Every
Woman
a Prospect
for One or
More!

Handy for Use in
KITCHEN
BATH
LAUNDRY

DELUXE WHITE, IVORY, RED
BLUE, GREEN, YELLOW

**GREGCO
PAPER TOWEL
DISPENSER**

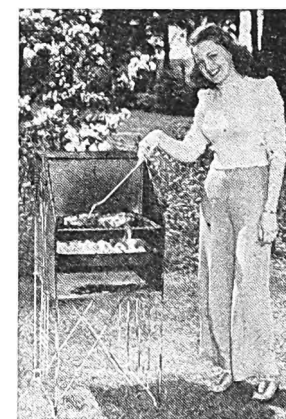
Are you looking for a new, fast-selling article with plenty of eye appeal - one of great service utility, popularly priced and with a long profit? The Gregco Paper Towel Dispenser is just this item. Made of sturdy steel construction, baked enamel finish with chrome trim. Takes standard 11" roll paper towels. Simple to install, easy to refill. A wanted item in every home. Has all the snap and punch needed for feature sales. Display and advertising material free. Ask your jobber or write.

Gregg Manufacturing Company

FREDERICKTOWN, OHIO

PORTABLE FIREPLACE

REFER TO HT 1448



Description: The new "Yard Chief" will broil, barbecue on spit, roast, toast, bake, fry or boil foods. Roomy oven can be used for baking or as a warming oven; solid griddle (forms front of oven when not used as griddle) permits frying without using pans. Adjustable heat control (3-heat levels); 10-heat levels available when barbecue spit is used. Fuel pan is perforated on bottom for better draft. Ash tray prevents ashes from falling on lawn. Folds compactly for carrying or storing. Burns any solid fuel.

Dealer Helps: Envelope stuffers and posters. A recipe booklet and long-handle fork furnished with each unit. **Suggested Retail Price:** Approximately \$12.00 to \$15.00. Union Steel Products Co., 46 Berrien St., Albion, Mich.

HOUSEHOLD BRUSHES

REFER TO HT 1449

Prospects: Housewives.

Description: A new complete line of household brushes are of the twisted-in-wire type and are bristled with duPont Nylon. Test of Nylon bristled brushes in industrial use reveal their filaments have from three to eight times the life of hog bristles. The fact that Nylon absorbs only one-fifth as much moisture as does natural bristle greatly enhances the usability of these brushes for household purposes where they are in frequent contact with water. The brushes contain absolutely no animal hair and are strictly sanitary and can be cleaned merely by rinsing and shaking out; they dry in a very short period of time. Complete line consists of the following brushes, each specifically designed to do a certain job: bottle, pastry, percolator, nail, utility, tumbler, Silex and bowl. Brushes are guaranteed by maker.

Kellogg Mfg. Co., Westfield, Mass.

LAUNDRY SET

REFER TO HT 1450

Description: This juvenile laundry set consists of usable articles modeled exactly after the large articles. Set includes a clothes rack, ironing table, clothes basket, washboard, wash tub and wash bench and comes in two sizes: for children two to five years and six to 12 years. Articles are of sturdy construction.

The Federal Washboard Co., 75 East Jackson St. Chicago, Ill.

POPCORN BOWLS

REFER TO HT 1451

Description: Snack Set No. 50—consists of large 5-qt. metal bowl and four individual $\frac{3}{4}$ qt. metal serving bowls. All done in "Gay-Hue" colors. Each set packed in carton.

Dealer Helps: One counter display card with each case of six sets.

U. S. Mfg. Corp., Decatur, Ill.

HOBBY KIT

REFER TO HT 1451A

Description: No. 3H—contains a large quantity of colorful plastic and a complete assortment of tools and supplies for making jewel boxes, bon bon baskets, cigarette and ash tray sets, picture frames, etc. Instructions describe many projects with detailed working drawings and patterns.

Suggested Retail Prices \$3.

The Porter Chemical Co., Hagerstown, Md.

Advertising CATCH PHRASES

"**LOWER YOUR BOILING POINT**"—You won't be all hot and bothered this summer if you prepare for the heat by purchasing electric fans or installing a cooling system.

"**FOR THE SUNNY SIDE OF LIFE**"—"Sunny side up, now that the holiday season comes into its own."

"**YOU'RE ON YOUR OWN NOW**"—An appropriate heading for either the graduate or newlyweds.

"**CHERISH THE THOUGHT**"—Gifts worthy of great occasions serve as reminders for years to come.

"**TO YOUR HOUSE—FROM OURS**"—The homing instinct aided and abetted.

"**WORK SAVER SALE**"—Items that make housework easier were advertised under this heading.

"**EASY-GOING**"—A heading that implies vacations, relaxation and smooth sailing.

"**THIN ICE**"—An easy attention getter for hot weather advertising.

"**READ ALL ABOUT IT**"—Important enough for an extra edition.

"**JUST FOR FUN**"—Being a good sport is a matter of selecting the best in sport equipment.

"**STANDBYS**"—Important "musts" for vacation shoppers.

"**HEAT? WE'VE KNOCKED IT COLD**"—The sock that laid the temperature low is air conditioning at . . .

"**DO THEY MAKE A NIGHT CLUB OF YOUR KITCHEN**"—Hot tips on cool cooking.

"**HERE ARE THE BARE FACTS ON HOW TO KEEP COOL**"

"**LOW COST CLOTHING PROTECTION**"—moth preventives.

"**VACATION EVERYDAY AT HOME**"—outdoor furniture.

"**IF SHE COULD ONLY COOK**"—housewares.

"Down with Moths" . . . "Make sure a moth hasn't a chance" . . . "Keep your moth damage down" . . . "Sports triumph for a summer of Sun-days" . . . "Turn on the Switch and Relax!" . . . "For your Vacation" . . . "Hot tips on Cool Cooking" . . . "It's a picnic" . . . "Isn't It Summer Around your House?" . . . "It's a Strike!—And You'll Land Him IF—" . . . "Huntsman, What Quarry?" . . . "The Catch of the Season" . . . "Golfers! Fore!"

SASH LIFT

REFER TO HT 1452



Dealer Helps: A compact new display is now available with an "Amerock" sash lift mounted on a simulated window sash to show exactly how it looks when installed. Printed in buff, brown, and red. Front is protected with a coating of cellophane. Complete price information on back.

American Cabinet Hardware Corp., Rockford, Ill.

STOVE BOARD

REFER TO HT 1453



Description: A new line of metal covered "Masonite" stove boards for gas heaters is announced. Features claimed for the board are: will always retain its shape, will not warp even if soaked in water, metal will not pull away from lining or curl at corners and sides, and that it lies flat and stays flat. All-over wood grain design, natural walnut finish, with five separate coatings. Three sizes available: 12" x 18", 12" x 24", and 18" x 24". Meets all fire insurance requirements.

Package and Shipping Weight: Individually sealed in Kraft envelope to protect finish.

Service Industries, Inc., 2025 South Calumet Avenue, Chicago, Ill.

TARGET GAME

REFER TO HT 1454

Description: Targets are a formation of enemy dive bombers in attack in this "Par-a-Shoot" target game. When a hit is scored, a mechanical device catapults the stricken plane from the sky and its pilot "bails out" and floats slowly to earth via parachute. Planes are marked for scoring. Complete with pop-gun and corks for ammunition.

Baldwin Mfg. Co., Inc., 361 Stagg St., Brooklyn, N. Y.

Refer to HT 1455



Add 25c

TO EVERY SALE OF
GARDEN IMPLEMENTS with
DISPENZA LEG BANDS



Every purchaser of garden tools is a prospect for these handy bands. They clasp trouser legs snugly around the ankle and keep out dirt, dust and insects. They will also help prevent tripping over, or catching pant legs on objects.

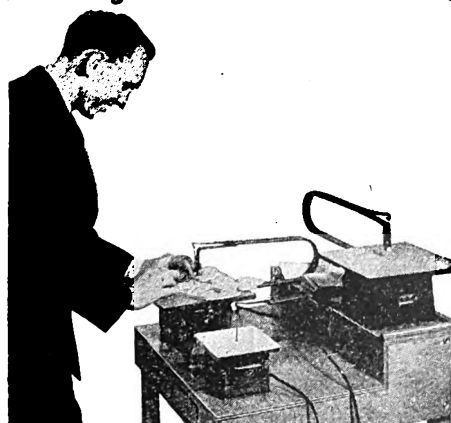
Sportsmen are prospects too. A real buy for hunters, fishermen, hikers, cyclists, etc.

Made of amber rubber stock, rustproof metal clips — 25c per pair, packaged.

Write today for Dealer's Deal.

● Inquiries From Jobbers Invited
R. G. DISPENZA MFG. CO.
525 UNION BUILDING
CLEVELAND, OHIO

Electric Jig Saws Refer to Ht 1456



Dealer Helps: A special self-demonstration table (value \$12.00) is offered free to dealers with a specified quantity of Syncro electric jig saws. This compact, attractive table is designed to give "store strollers" an opportunity to plug in and operate any one of three saws, without aid of a clerk. Has ample surface space for demonstration, also contains a shelf for accessories and extra saw stock. Finished in natural wood; 33" high. Other sales aids included with deal; envelope stuffers, circulars, window display material, and national consumer magazine advertising.

Syncro Devices, Inc., 3265 Bermuda Ave., Ferndale, Detroit, Mich.



Ventilator

Refer to HT 1457

A new, low-cost, smaller size dark room ventilator meets a special need for dark room service in either home or small commercial studios. Air is changed every two minutes, and exhausts foul air, dampness and odors without introducing light. Ilg Electric Ventilating Co., Chicago, Ill.

Water Heater

Refer to HT 1458

Designed primarily for the Butane-Propane field, two types of gas-fired automatic storage water heaters have put in their appearance. These automatic water heaters pass every requirement of the American Gas Association, Insurance Underwriters and Liquefied Petroleum Gas manufacturers. They use all types of gas, and are low in cost. Security Manufacturing Co., 1630-48 Oakland Ave., Kansas City, Mo.

Inner Tube

Refer to HT 1459

A feature of this new tube is an increase in the thickness of the tube well at the valve stem, which applies an adequate corrective force to accomplish a balance of the tire and tube assembly. The B. F. Goodrich Co., Akron, Ohio.

Roaster

Refer to HT 1460

A new series of electric roasters for 1941 is announced. Model No. 9999 has an exclusive built-in time clock that offers the user many extra hours of kitchen freedom through its completely automatic operation. National Enameling and Stamping Co., 270 N. 12th St., Milwaukee, Wis.

Kitchen Knife

Refer to HT 1461

Here is a knife that does not chip or stain and is as transparent as glass. Made of plastic and is unbreakable. Individually packaged. Retail at 25 cents. Renwal Manufacturing Co., Inc., 915-19 Broadway, New York, N. Y.

Toaster

Refer to HT 1462

"Toaster-Aid" is a metal gadget used for toasting muffins or small pieces of bread. Made of chrome-plated steel bands about 3/8" wide, it fits into any standard two-slice pop-up toaster. Its purpose is to raise the level of these small muffins in an automatic toaster. Alco Products Co., Inc., 30 Church St., New York, N. Y.

Heater

Refer to HT 1463

A new model circulating and radiant oil heater has been designed for more thorough distribution of heat. Equipped with a "basketweave" door on the front, top and bottom louvers on both sides, and a grille top. This is a large capacity unit in the lower price bracket, occupies minimum of space; brown wrinkle finish; available only in 50,000 BTU capacity. Evans Products Co., Fullerton at Greenfield, Detroit, Mich.

Flashlight Bulb

Refer to HT 1464

Designed for professional and commercial use, but priced within the reach of the amateur, a new high-powered "Superflash" bulb, known as "No. 3X," is announced. A special feature is a new type of lens-clear, colorless safety-jacketing that assures 100 per cent light transmission. Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y.

Ventilator

Refer to HT 1465

Recently announced is an economical easily installed window ventilating unit built primarily for apartment house dwellers. This unit employs the same cooling principle as the larger home cooling units. General Electric Co., Fan Section, Bridgeport, Conn.

Ironer

Refer to HT 1466

To speed the ironing of table cloths, sheets and other flatwork, the K-M Flat Work Ironer glides smoothly and quickly over flat pieces. It lists at \$5.95, and an attractive counter display is included in each carton. Knapp-Monarch Co., St. Louis, Mo.

Ventilator

Refer to HT 1467

Suited to mass housing and speculative home building projects, the new Junior Kitchen Ventilator, with built-in wall box, is announced. Lists at \$19.95. Catalog upon request. Emerson Electric Mfg. Co., St. Louis, Mo.

Water System

Refer to HT 1468

Recently announced is a "ready-to-plug-in" shallow well water system, with a pump capacity of 375 gallons per hour and a 32-gallon pressure tank, providing water in a steady flow under a 20 to 40-pound pressure. Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago, Ill.

Sleeve Board

Refer to HT 1469

new all-metal sleeve board, incorporating all the advantages of the "Met-L-Ton" Ironing Table, has recently been introduced. Patterned in shape after the wooden sleeve board, but is of all-metal, welded construction. Packed in individual cartons. List price, \$1.25. Met-L-Top Tables, Inc., 1500 West St. Paul Ave., Milwaukee, Wis.

Coffee Brewer

Refer to HT 1470


A new walnut-tone bakelite model will be introduced in the July Housewares Show to fill a demand for fittings that harmonize with the walnut trim of other electrical appliances. The price range of this new model is from \$3.25 to \$7.45. Glass Coffee Brewer Corp., 325 N. Wells St., Chicago, Ill.

Clock

Refer to HT 1471


A "twiface" electric clock, available in four models, is announced. The "Kent" model, retailing for \$15.00, has a silver or gold-plated case, base covered with pigskin, Florentine or ivory leather; blue, gilt or "natural" mirror dials; 5 1/2" high, 6" long. The

Refer to HT 1472




Achievements!


BEAUTY-SEAL PLATINGS




PLAIN STEEL




POLISHED




COPPER PLATED



COPPER PLATED AND BUFFED



NICKEL PLATED OVER COPPER PLATING



CHROMIUM PLATED AND BUFFED

STAGES OF PLATING

Heavy under-platings seal pores of metal to prevent rust and tarnish, and assure a brilliant chromium finish of lasting beauty. Another example of the extra care that typifies Amerock quality.

AMEROCK FOR ACTION!

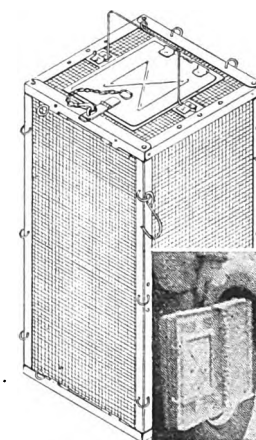
ASK YOUR JOBBER

Copyright 1941

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

Live Fish Box

Refer to HT 1473



Description: This new collapsible live fish box keeps fish indefinitely, eliminates stringing fish, and prevents turtles, muskrats, etc., from eating the fish. Will also hold minnows, and can be made into a minnow trap by insertion of a cone in door of box. When fishing from a boat, can be hooked on side of boat. Quickly set up or taken down; folds compactly for easy carrying. Made of galvanized metal and 1/4" mesh hardware cloth; 24" long and 12" square. Two models: with door in top, as shown above; or with door in side panel instead of top.

Dealer Help: Consumer literature. L. B. Hancock Co., Tulsa Okla.

Refer to HT 1474



With National Defense calling many experienced service men, Retailers today are finding comfort in the proven DEPENDABILITY of A-P Oil Controls.

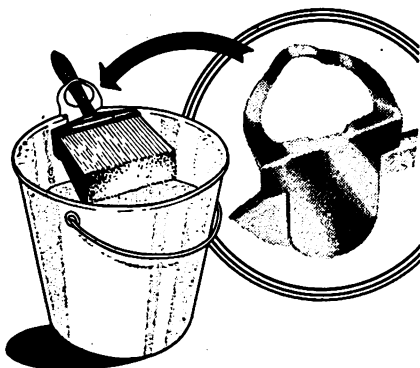
Illustration of A-P Manual Constant Level Oil Control Valve. Has many good sales features. Write for new A-P Album of Space Heater selling.

AUTOMATIC PRODUCTS CO.
2434 N. 32nd St. • Milwaukee, Wisconsin



Brush Holder

Refer to HT 1475



Description: A new brush holder, recently introduced, fastens over the edge of a paint pail, paste bucket or calcimine bucket to hold the brush when it is necessary to lay it down temporarily. Device enables painter or paperhanger to lay down brush with the assurance that it will not fall into the paint or calcimine. Holder fastens on pail with a set screw and the handle of brush is slipped through an opening designed for it.

Nashway Mfg. Co., Lincoln Neb.

THE BRIEF CASE (Continued)

Radio Tubes

Refer to HT 1476

Six-tube types, relatively new to distributors, dealers and servicemen, have been added to the renewal line. Emerson Radio and Phonograph Corp., 111 Eighth Ave., New York, N. Y.

Grinding Compound

Refer to HT 1477

It is announced that a superior water soluble cutting and grinding compound may now be prepared from "Gunk," which sells for \$1.75 per gallon. Write for further details. Curran Corporation, 6 Pleasant St., Malden, Mass.

Fan

Refer to HT 1478

Complete and ready for immediate mounting and operation, and with a reversible motor and reversing plug on cord for blow-in or exhaust operation, this new window air fan is suspended on sound absorbing springs for maximum quietness. American Coolair Corp., Jacksonville, Fla.



Air Conditioning

Refer to HT 1481

A new packaged sales presentation book for manufacturer's "packaged" cooling line has been recently issued for dealers and distributors' salesmen. This 80-page book is printed in three colors and bound in a red, zipper case, General Electric Co., Air Conditioning Department, Bloomfield, N. J.

Cements

Refer to HT 1482

How to waterproof and patch concrete walls and floors is fully described in an illustrated folder available to all dealers. Smooth-On Mfg. Co., Dept. 410, 570 Communipaw Ave., Jersey City, N. J.

Electric Fans

Refer to HT 1483

Announcement is made of a countrywide advertising campaign on fans, which will include about 150 newspapers, inserted over the names of fan dealers in a territory, and featuring cartoons. General Electric Co., Appliances and Merchandise Dept., Bridgeport, Conn.

Paint

Refer to HT 1484

Dealers are offered an attractive window streamer set, consisting of streamers, 43"x 20," printed in three colors, and panel cut-outs, 15 1/2"x3 1/2," in connection with an opening order of "Plax" Water Clear. Lowe Bros. Co., Dayton, Ohio.

Tools

Refer to HT 1489

Dealer Helps: A new display rack, designed to help dealers sell and show more "Dasco" tools, is furnished free as a part of manufacturer's No. 2000 display assortment. Rack is made of wood, finished in ivory enamel, and is 18" wide, 5 1/2" deep, 8" high.

Damascus Steel Products Corp., Rockford, Ill.

Toaster

Refer to HT 1479

A simplified and silent timing device and new exterior styling are incorporated in a new automatic toaster just announced. Replacing the old ticking clock timer is a silent thermal timer. All handles and knobs of this new toaster are of "Textolite," which assures coolness to the fingers in handling. General Electric Co., Heating Device Section, Bridgeport, Conn.

Ventilator

Refer to HT 1480

A new principle of construction, called "Wavy Wings," gives this new ventilating window one-hand operation, assuring quicker opening and closing, with no draft ventilation, and allows eight different positions for the window. Loudon Machinery Co., Fairfield, Iowa.

Locks

Refer to HT 1485

"The Thrilling Adventures of World's Famous Locksmiths" is the title of a 12-page booklet containing advice and reminders to the public on the wisdom of spending more money in order to obtain better protection. The Yale and Towne Manufacturing Co., Stamford, Conn.

Safety Razors

Refer to HT 1486

"Where U. S. Armed Forces Are Training" is the caption on a large map of the United States, in color, which dealers can find of value in their window and interior displays. It is bound to attract the attention of passersby. Gillette Safety Razor Co., Boston, Mass.

Vacuum Cleaner

Refer to HT 1487

A four-page folder in color, with ample space for dealer imprint, entitled "A Powerful New Home Cleaning System," tells in short order the advantages of the "Premier Air-Matic," Model 80. Premier Division, Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio.

Heat Lamps

Refer to HT 1488

The problems of developing, drying and printing negatives in the shortest possible time are solved in a new folder entitled "Speeding Up Film Processing with Infra-Red." These folders are available to dealers now. Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y.

Gas Range Display

Refer to HT 1490

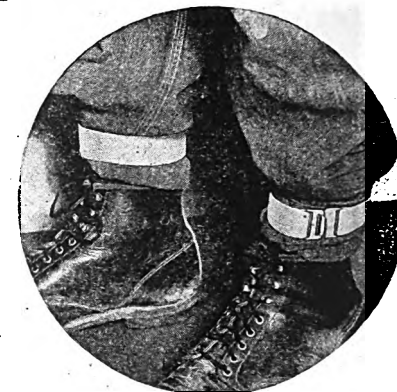
Dealer Help: A new visualizer display on gas range top burners and broilers is now available to dealers. It is a flasher display, in full color, which shows the flame as it appears on the different top burners and in the broiler.

Price to Dealer: \$6.25.

Geo. D. Roper, Corp., Rockford, Ill.

Leg Bands

Refer to HT 1491



Prospects: Farmers, sportsmen, gardeners, railroad men, truckers, bicyclists and factory workers.

Description: These new "Safety" leg bands snap easily and comfortably around ankle. Help to prevent accidents caused by catching flapping pants legs on parts of trucks, railroad cars, farm and factory machinery, barbed wire fence, thickets, etc. Also keep dirt, insects, dust and wind from blowing up pants legs, and should be particularly helpful to farmers during threshing season. Made of amber rubber stock with rustproof metal clips. **Dealer Helps:** Displays, descriptive literature, and national advertising in railroad papers, farm papers, and safety magazines.

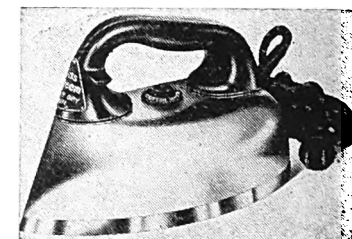
Package and Shipping Weight: Individually packaged.

Suggested Retail Price: 25c per pr.

R. G. Dispenza Mfg. Co., 525 Union Bldg., Cleveland, Ohio.

Steam Iron

Refer to HT 1492



Description: A new type of steam iron, weighing only 3 1/4 lbs., called the "Miss Steem" Wet-R-Dry iron can be used both as a steam iron and as a dry iron. Holds approximately one pint of water and will last 45 minutes to an hour. Has a thermostat control of new design, with cord attached; smooth aluminum finish with an aluminum sole plate; cool bakelite handle, and plastic filler cap. Another model, the "Mrs. Steem" is identical in construction as "Miss Steem" with the exception of a gray iron sole plate, and weight, which is 5 lbs.

List Price: \$12.95 each.

Steem Electric Corp., Inc., 1726 Lafayette St., St. Louis, Mo.

Tools

Refer to HT 1493

Dealer Help: A new weeder display stand is furnished without charge with an assortment deal, including: 12 No. 25N short-handled V-point weeders with extra long shank, attractive black and yellow finish, 6 No. 40 long-handled V-point weeders, with long steel shank and sharp, polished blade, black and yellow finish, 45" overall; 6 No. 70N dandelion pullers with patented new type blade, said to get all the root without marring lawn.

Total Retail Value of Deal: \$8.28; cost to dealer, \$5.60.

C. S. Norcross & Sons, Bushnell, Ill.

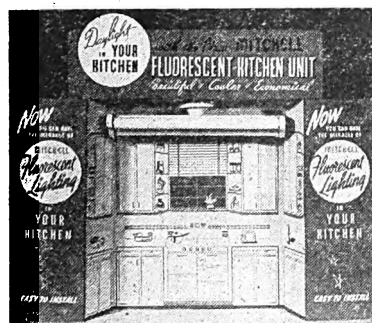
Trough Shield

Refer to HT 1494

Sales Features: This new device protects down spout of eaves trough. Maker states it causes water to float leaves up inclined shield and out over the top, or they are left stranded on the horizontal part of the shield up from bottom of trough where they will not become water soaked and form a dam in the flow of water. Made in box gutter types and half round types. Right Way Shield Co., 955 Spitzer Bldg., Toledo, Ohio.

Fluorescent Light

Refer to HT 1495



Dealer Helps: A striking, full-color fixture display, for counter or window, is offered free to dealers with the purchase of 6 Mitchell kitchen units (either model 2052 or 2055). Display shows a typical kitchen scene with fluorescent light streaming from the fixture (model No. 2052 illustrated above). Dealer merely plugs in to regular outlet to light display. Size of display: 40 1/4" x 38"—91 1/4" deep. **List Price:** \$6.95 each; total list value of deal, \$44.20; cost to dealer, \$25.02. Mitchell Manufacturing Co., 2525 N. Clybourn, Chicago, Ill.

THE BRIEF CASE (Continued)



Friction Tape

Refer to HT 1496

"Two-In-One Tape" is the title of a new four-page catalog section that should prove of interest to maintenance executives. "Two-In-One" tape combines the functions of the tape known as "splicing compound" and friction tape; used by electrical contractors, linemen, radio servicemen, etc. The B. F. Goodrich Co., Akron, Ohio.

Plumbing Goods

Refer to HT 1497

An attractive new catalog entitled "Plumbing Brass Goods" has just been published. It includes illustrations and detailed descriptions of a complete line of valves, tank trimmings, brass pipe fittings, etc. This catalog is identified as No. 9 and is indexed for quick reference. Rockford Brass Works, Rockford, Ill.

Files

Refer to HT 1498

Catalog No. DSB-17 shows a complete line of small burrs or cutters with 1/8" and 3/32" shanks. Grobet File Corp. of America, 3 Park Place, New York, N. Y.

Cabinet Hardware

Refer to HT 1499

An interesting new catalog folder has recently been released which contains several pages of installation diagrams and hardware illustrations in color. Copies of this catalog No. 607 are available to distributors and dealers. American Cabinet Hardware Corp., Rockford, Ill.

Electric Appliances

Refer to HT 1500

The new 32-page M-B electric appliance catalog makes its appearance in an entirely new style of cover design and typography. It features a streamlined, fully automatic, two-slice toaster. The same firm is publishing a 48-page gift catalog, divided into four sections. Manning, Bowman & Co., Meriden, Conn.

Door Closer

Refer to HT 1506

Description: A new, colorful display offered by the manufacturers of their automatic screen door closer is of an easel-type, designed to present "Airliner" screen door closer so as to attract the greatest attention on a counter or in window display. Yale & Towne Manufacturing Co., Stamford, Conn.

Fluorescent Lighting

Refer to HT 1501

An interesting and instructive 28-page booklet, just off the press, has been designed to help in the defense program. Outstanding in this catalog is the fact that it contains a minimum of copy and 61 large illustrations. General Electric Co., Lamp Dept., Nela Park, Cleveland, Ohio.

Heaters

Refer to HT 1502

A new, illustrated price catalog has been issued, and while chiefly devoted to gas water and space heaters, there is added a full description of electric water heaters, together with prices. Hotstream Heater Co., 8007 Grand Ave., Cleveland, Ohio.

Ironer

Refer to HT 1503

The 24-page "Blue Book" has been reprinted. The first issue was described as "the most complete ironer sales book in the industry" by many dealers. The booklet describes and illustrates in color and photograph the exclusive features of the "Ironrite" Ironer. Price of the booklet is 10 cents. Ironrite Co., 38 Piquette St., Detroit, Mich.

Time Controls

Refer to HT 1504

A new catalog of controls for heating and conditioning equipment, complete with wiring diagrams and prices, has just been issued. Designed to enable the purchaser to locate quickly and easily complete price, engineering and installation specifications on the type of control needed. This catalog is sent without charge. Sampsel Time Control, Inc., Spring Valley, Ill.

Fuses

Refer to HT 1505

"Good-bye to Fuses" is the title of a booklet published to acquaint home builders and remodelers with "Multi-Breakers," a recent development in home electrical protection. Cutler-Hammer, Inc., Milwaukee, Wis.

Salt Server

Refer to HT 1507

Description: Attractive salt and pepper servers measure out their contents without shaking. A push-button mechanism meters out salt or pepper evenly. Servers are molded in red, blue, green, yellow, black and white from Bakelite polystyrene plastic, which will not become corroded by contact with salt. Oster-Bauer Shop, Rockford, Illinois.

Refer to HT 1508



In addition to the Milcor all-steel Louvre Ventilator that has been a real sales-builder for many dealers, Milcor now offers (1) a self-casing type with water-tight flange, for new frame or brick construction; (2) a type without flange, primarily for masonry construction. Four standard sizes — quality-built; competitively priced. • There's a real need for louvre ventilators to relieve summer top-floor heat and winter moisture condensation in many homes. Meet this demand with Milcor Louvre Ventilators, to the satisfaction of your customers and your cash register. Order from jobber.

Write for bulletin No. 171. G-72C

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

Tractor Tire

Refer to HT 1509

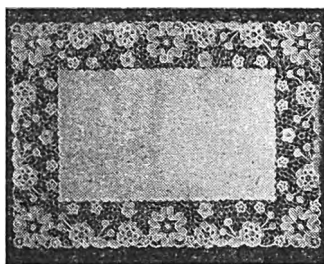


Sales Features: Called the "Multi-ring Silvertown," a new tire for farm tractors combines the principles of the "Skid-ring" tire, a development that resulted in easier steering and less side-slip. Main feature of the tire is the retention of the central ring of the "Skid-ring" tire and the incorporation of two shoulder rings on each side of the center unit to protect the sidewalls of the tire. Made of sun-resisting rubber that is further fortified with "Duramin," for longer life and durability. Available in a complete range of sizes.

The B. F. Goodrich Co., Akron, Ohio.

PAPER DOILY

REFER TO HT 1510



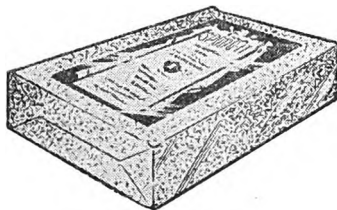
Prospects: Homes, restaurants, coffee shops, hospitals, etc.

Description: The "Milapaco" Lace Paper Place Mat No. 30542-51 is a new "cobwebbing" pattern, with a delicate, lacey design. This is said to be an entirely new approach to the lace paper field and something which, because of the intricacy of design, was formerly thought impossible to produce in paper. Size: 9 $\frac{3}{4}$ " x 13 $\frac{3}{4}$ ".

Milwaukee Lace Paper Co., 1306 East Meinecke Ave., Milwaukee, Wis.

SPONGE

REFER TO HT 1511



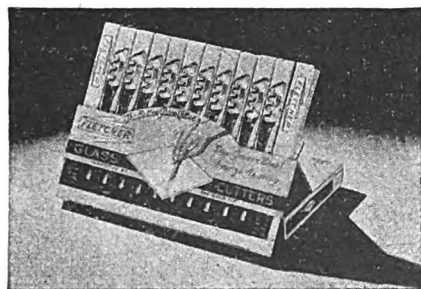
Prospects: Painters and home owners.

Description: "Spong-It" is a new scientific sponge which can be used for washing walls, woodwork, calcimine and other surfaces where the use of a sponge is customary. When dry, it can be used for dry cleaning wallpaper, calcimine, upholstery, and most fabrics. Made of a chemically treated latex which is air-blown. Can be boiled, and is tough, soft and durable. Supplied in two sizes: 4" x 5" x 2" and 8" x 5" x 2".

Coronet Specialty Products, 1143 Merchandise Mart, Chicago, Ill.

GLASS CUTTERS

REFER TO HT 1512



Dealer Helps: "Gold Tip" Glass Cutters are now packed in a new four-colored container, 7" x 5 $\frac{3}{4}$ " x $\frac{5}{8}$ ", holding one dozen cutters. Package stacks well on the shelf and is easy to handle; quickly converted into an attractive counter display. For an indefinite period of time, a plastic vest pocket holder will be included with each dozen cutters.

Fletcher, Terry Co., Forestville, Conn.



TEN COMMANDMENTS OF SALESMANSHIP

Following are the ten commandments of salesmanship according to one of the leading experts on retail selling:

1. **BE AGREEABLE.** Like the average customer I am not a slave to reason and I go where they treat me most agreeably.
2. **KNOW THE THINGS YOU ARE SELLING.** Tell me what I want to know about them in good, plain English.
3. **DON'T ARGUE.** When you disagree with me and tell me about it, you will succeed in antagonizing me.
4. **MAKE IT PLAIN.** Don't talk at random.
5. **TELL THE TRUTH.** If you lie don't expect me to come back.
6. **BE DEPENDABLE.** If you promise me something keep your promise.
7. **REMEMBER MY NAME AND FACE.** Nothing pleases a person more than subtle flattery.
8. **BEWARE OF EGOTISM.** Don't tell me about yourself when you are trying to sell me something. Get me to talk about myself if you can.
9. **THINK SUCCESS.** Radiate confidence — it's contagious.
10. **BE HUMAN.** Selling goods successfully is a psychological proposition.

SALESMAN'S PERSONAL QUIZ

Rate yourself 5 per cent for each question to which your answer is "Yes"

Self-analysis is one of the greatest of all teachers. By checking up on our habits and abilities we are able to discover our weaknesses, and correct them.

It is effective from time to time to honestly answer such questions as these:

1. Do I carefully study the interests of each customer, and handle my sales effort accordingly?
2. Am I a good manager of my daily work?
3. Am I constantly trying to improve my sales conversation?
4. Do I give my customers an opportunity to buy?
5. When I am unusually successful with a customer, do I discover why?
6. When I am successful in selling a customer as well as I should, do I search for the reasons?
7. Is my sales approach conducted in an orderly, systematic way?
8. Am I receptive to new methods and ideas?
9. Do I make acquaintances and friends easily?
10. Do I stick to facts rather than exaggerations?
11. Am I careful of my health so that I have stamina, energy and endurance to work and meet every emergency?
12. Do I talk clearly and enunciate properly?
13. Is my temper always under control?
14. Am I always courteous?
15. Am I loyal to the interest of the business?
16. Have I a constant interest in making progress and improving myself?
17. Is my appearance and personality such that I make a favorable impression?
18. Do I retain my selling enthusiasm even after several walkouts?
19. Am I alert to the opinion of others?
20. Are my customer contacts handled in a manner that will build good will?

PLASTER BOARD KNIFE

REFER TO HT 1513



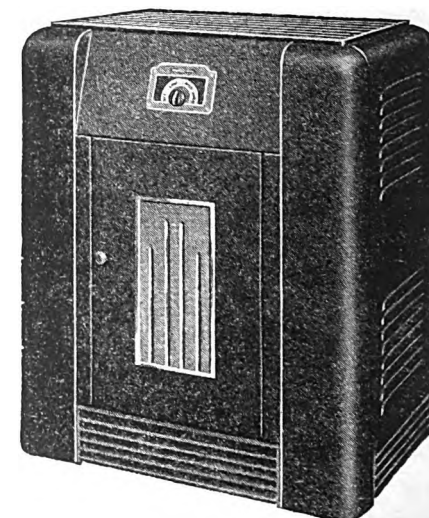
Sales Features: Newest product in the "Red Devil" line of tools and hardware for painters, glaziers, builders and other craftsmen is the P12-4 flexible plaster board knife shown above. The full 4" blade has a sharp, square edge providing a smooth troweled effect and leaving a level plaster surface over the entire joint. Blade is carefully ground from semi-flexible, oil-hardened and tempered tool steel, and will bend to a point about 1 $\frac{1}{4}$ " above the edge. Its mirror-like polish prevents plaster "drag" and makes it easy to keep blade clean. Full-bellied side curves increase blade's plaster-holding surface and eliminate excessive spilling. Blade goes right through to the tip of handle in one solid piece. Other construction features include: an oversize alloy bolster designed to prevent water and plaster from creeping under handle; oversize imported "cocobolo" handle, hand-polished and waxed; four brass compression rivets (not pins) hold handle permanently on tang of blade.

Suppliers: Wholesalers.

Landon P. Smith, Inc., Irvington, N. J.

OIL HEATER

REFER TO HT 1514



Sales Features: Incorporated in the Moderne 1941 line of oil burning pot-type heaters are such features as forced air unit (optional); "no stoop" front dial heat control; foot warmer; side louvers; humidifier; floor draft eliminators, and leg levelers. All heaters equipped with triple-stage double pot burner, constant oil level valve, and draft regulator; all tanks have fuel oil gauges. Ten models available—three sizes in each of the Deluxe, Dealer Helps: Folders; counter, wall and window displays; newspaper mats.

List Prices: Start at \$29.50.

Globe Machine & Stamping Company, Heater Division, 1250 W. 76th St., Cleveland, Ohio.

HARDWARE Today

SCANNING THE FIELD *for Ideas*

JOKE BOARD IS SUCCESS

Because few persons are too busy to spend a moment chuckling over the latest bits of humor or some news about their neighbors, the Joke Board in a hardware store in a small Texas town has made this store a popular rendezvous for passerbys. Often after digesting the "funnies" and viewing the cartoons, the visitors pause to make purchases or gather ideas for future shopping tours at this shop. Sports gossip also is attached to the bulletin board.

CONDUCT SPORTS CONTESTS

Sports in season take their turns in monopolizing the spotlight of customer interest at a hardware company in Georgia. Featured at various times is a baseball team bearing the store's name; a playground ball team tagged the same; twenty-two caliber rifle shooting which attracts young sportsmen, and a round of contests. During deer-hunting season, several deer trophies hung outside of the store. Fishermen also display their prizes at the end of fishing contests promoted by the enterprising owner of this establishment.

DRAMATIZING A GAS RANGE

Contrast was the keynote of a recent display in Detroit, Mich., showing two gas ranges, a 1929 model and a 1939 number, both of which bore price tags of \$49.95 upon completion. The greater elasticity of dollars in 1939 than in the late 20's was illustrated by the exhibit, which attracted much attention and many visitors. Simple and inexpensive, the display can be set up easily as an educational exhibition.

"HOME CLINICS" FOR FALL

Casting their sales vision to the future, many dealers now are preparing "home clinics" to promote articles for preparing homes for winter. Items featured in this group are interior paints, varnish, enamel, brushes, wax, polishes, polishers and mops for cleaning up and redecorating.

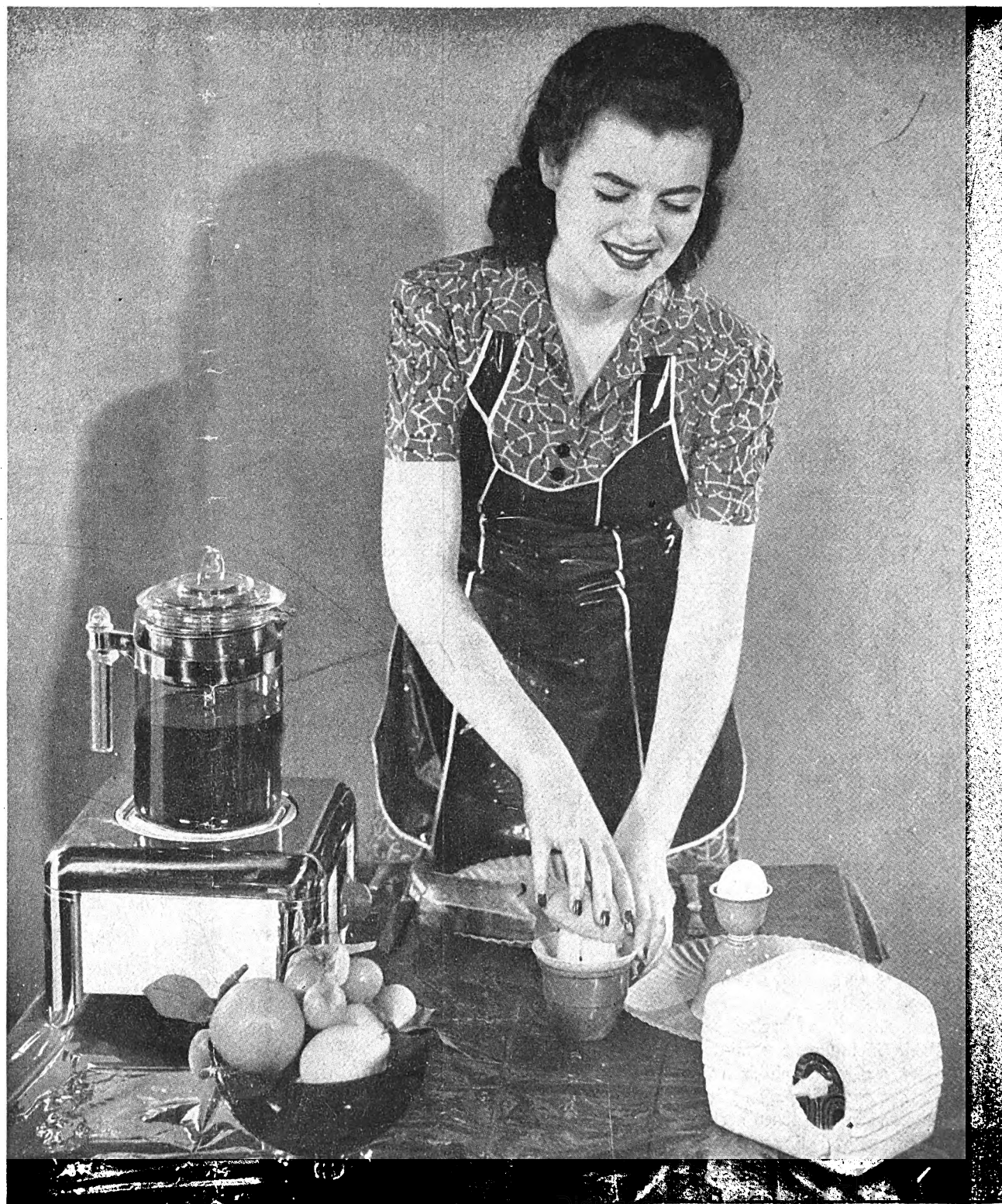
(Continued on page 8)

AUGUST
1941

Vol. 2

No. 8

Pleased because the efficiency of her household will not be cramped by government restrictions, this housewife is surrounded by an assortment of plastic and non-priority housewares. In the exchange of new for old, substitutes with added improvements are appearing daily on the market horizon to replace hardware products curtailed by defense measures.





ONE PRODUCT Repairs all Protects all FIREPOTS

**1 in every 3
needs repairs.
All need pro-
tection.**

Fireline comes in putty form, ready to use. Anyone can apply it and when applied it provides a modern refractory lining which makes a hotter fire with less fuel. Your customers save money and you get an extra volume with extra profits.

*Send for liberal sample,
prices and discounts.*



FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

For complete details use enclosed card—refer to **HT 1515**

BOL-LI-O GAME IS POPULAR DIVERSION OF YOUNG AND OLD



Prospective Uses: At picnics, on the lawn, at the beach or country club, or in recreation rooms; also for use in team and tournament play.

Sales Features: Bol-li-o, new aerial bowling game, can be played outdoors or indoors by two, three or four players. No. 100 set, pictured above, consists of five miniature bowling pins and two large colored sponge rubber balls with elastic cords and bracelets attached. Besides this set, three others are available including a semi-deluxe set, a deluxe one and Bol-li-et, a game for children under 12 years old.

Package and Shipping Weight: The illustrated game may be obtained in one dozen cartons weighing 21 lbs. or in two dozen cartons weighing 40 lbs.

Retail Price: Set No. 100, \$1.00.

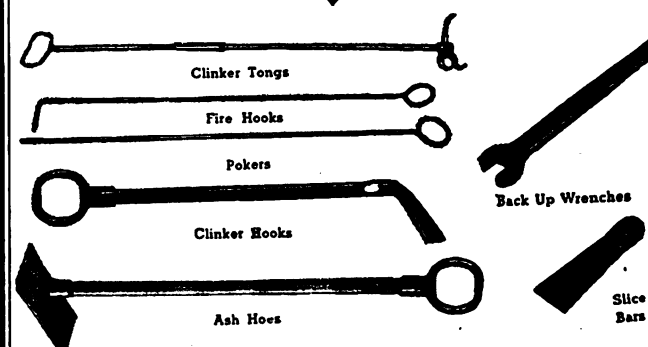
Manufacturer: Nellis Industries, Inc.

For complete details use enclosed card—refer to **HT 1516**

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FARRELL-CHEEK FIRE-FIXER tools



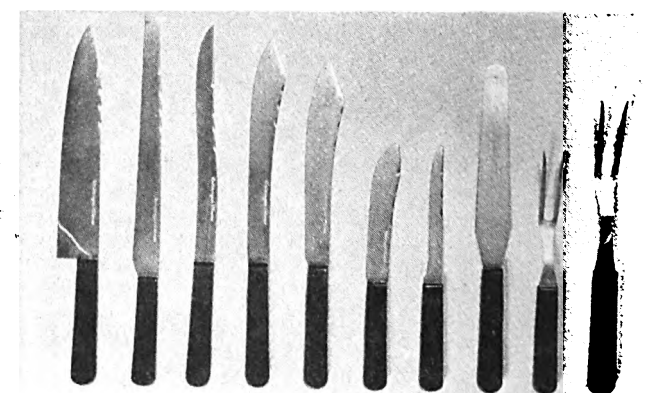
**PICK UP ADDITIONAL PROFITS DURING
THE HEATING SEASON BY HANDLING THIS
POPULAR LINE OF FURNACE TOOLS.**

Ask your jobber for 1941
Catalog, or write direct to:—

FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

For complete details use enclosed card—refer to **HT 1517**

NEW HOUSEHOLD CUTLERY LINE CONTAINS ELEVEN HAND-HONED PIECES



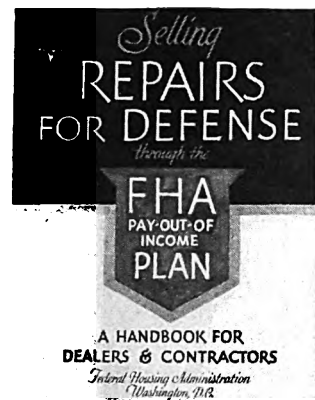
Description: Comprising this new 2000 line of household cutlery are a small carver-shape fork, a large pot fork, a slicer, butcher slicer and French cook knife, all of which have 8" blades; a paring knife with a 3" clip blade or 2 3/4" sheep-foot blade; a boning and utility knife, and a utility knife, each of which have 4 3/4" blades; a butcher slicer and spatula with 7" blades; and a ham slicer with a 9" blade. The blades—made from carbon vanadium steel—are hardened and tempered, ground to a true edge, according to the makers. The pieces of cutlery are mirror-finished, fluted, swedged and hand-honed as well as chrome-plated.

Manufacturer: Cattaraugus Cutlery Company.

For complete details use enclosed card—refer to **HT 1518**

FHA ENROLLS HARDWARE DEALERS IN SUPPORT OF NEW DEFENSE HOUSING PROGRAM

Hardware dealers, manufacturers, builders and contractors, are being enlisted this month in a national defense housing program, just inaugurated with the financial support of new provisions of the Federal Housing Administration's property repair plan.



Dealer Handbook Describes Program

"Defense Calls for Home Repairs," a theme stressing property preservation and the remodeling of homes in defense areas, will be the basic appeal of the new repair campaign, sponsored during the fall by the building industry, the FHA, and financial institutions.

To convert old homes into defense housing and to prepare the "home front" for its job as the bulwark of America's defense, articles and advertisements in newspapers and magazines, announcements over radio stations, window and transportation posters, local demonstrations, booklets, and other means of public educations are being prepared throughout the nation.

Commenting on the new drive—economically-backed by recent additions to FHA's property repair (Title I) plan—Federal Housing Administrator Abner H. Ferguson, states: "This effort of the building and allied industries to do the big job of housing workers in our defense industries finds the machinery already organized and running efficiently—thanks to seven years' experience in a nationwide program of encouraging constructive home improvements."

The 1941 program, aimed exclusively at defense production areas, will encourage the conversion of old houses into multiple-family dwellings or rooming or boarding residences.

While the building industry is believed ready to construct as many new homes as required in such communities, it is realized that every available home already built should be utilized. Needed housing can be supplied quickly and economically from large well-located homes which are not being fully used. This is described as a sensible "short cut" to additional defense housing.

Organizers of the 1941 drive are also aware that there is no economy in allowing homes to go to pieces through neglect during the present period of emergency. The total value of homes in this country, it is estimated, is around 80 billion dollars. Even normal obsolescence amounts to about 2 billion dollars annually. With one-third of the homes in the United States between 25 and 50 years old, the wisdom of "a stitch in time" will be stressed.

Suggestions for ways in which the hardware field may profit by the new campaign are listed in a new folder for dealers and contractors, "Remodeling Demanded by Defense Housing Program" and in a "Dealer Guide," a handbook containing information on the economic procedure of FHA repair loans. Together with a wide assortment of literature and dealer help displays, this folder and handbook may be obtained by contacting the FHA.

Building construction leaders and FHA officials maintain that the housing industry which successfully organized a home repair and new construction program in 1934, now is prepared for effective national action.

In the campaign to house defense workers and keep America's housing equipment in adequate condition and quantity during the present emergency, hardware dealers, manufacturers and contractors are asked to cooperate to spread the slogan "Defense Calls for Home Repairs" from coast to coast through national and local advertising. This entire drive is modeled after previous successful campaigns by the building and allied industries.

All members of the hardware field who participate will be entitled to educational material supplied by the Federal Housing Administration without charge.

For complete details use enclosed card—refer to HT 1519

DISPLAY TO FEATURE REPAIR PROGRAM IN DEALERS' WINDOWS



Dealer Helps: Window Display No. 6 for dealers consists of streamer measuring 68" x 16"; vertical side pieces which are each 60" x 16"; and a poster which is 28 1/4" x 38 1/4". Red, white, blue and gray are colors used for this exhibition.

Source: Division of Education, Federal Housing Administration, Washington, D. C.

For complete details use enclosed card—refer to HT 1520

LAYMAN'S FOLDER CAN BE USED FOR MAIL OR COUNTER DISTRIBUTION



Dealer Helps: Designed for the public, the envelope-size folder may be used by hardware retailers for direct mail advertising or for over-counter distribution. The publication explains repair work under the FHA plan. Printed in red and blue, the booklets are available in limited quantities. The folder is known as FHA Form No. 810. The conversion of dwellings into rentable and up-to-date homes is the aim of this folder. It highlights suggestions for improving both the exteriors and interiors of buildings.

For complete details use enclosed card—refer to HT 1521

For complete details use enclosed card—refer to HT 1522



● A colorful, modern display (of solid wood and plywood) for window, floor or wall, FREE with the purchase of 2 Targo guns (Model 42TR). 3 Targo No. 1 Traps, 2 Targo Hand Trap Frames and 1000 Targo B1 Targets.—part of which merchandise is mounted on the display. It will make your store headquarters for TARGO, the fast-growing aerial target shooting game.

Order through your distributor. Display shipped FREE with merchandise assembled on it as shown. Do it today.

O. F. MOSSBERG & SONS, Inc.
4607 St. John St., New Haven, Conn.

EMBLEM AVAILABLE AS WINDOW STICKER OR FOR DEALER ADVERTISING



Dealer Helps: A "Repair for Defense" emblem, key-note of 1941 repair program, is available as a window sticker, colored red, white and blue, and sized 8" by 7 1/2". Mats also may be obtained through local newspapers, in a variety of sizes for dealer advertising. It also may be used in direct mail campaigns.

For complete details use enclosed card—refer to HT 1523

MULTIPLE PROMOTIONAL AIDS INCLUDE RADIO, PRESS AND CINEMA

Dealer Helps: Among other dealer helps for the new program are a new series of newspaper advertisements, proofs of which may be obtained by dealers at their local newspapers; revised folder of "Improvements Eligible for Financing with FHA-Insured Loans," FHA publication including new Title 1 terms; and a short motion picture suggested for dealer "tie-in" with advertising. Other promotional aids include a folder on "Selling Home Building and Modernization through Transportation Advertising" and radio dialogues for local advertisers interested in selling home repairs.

For complete details use enclosed card—refer to HT 1524

SWANK WOOD-BURNING HEATER IS ECONOMICAL AND DURABLE



Sales Features: The Ashley Cabinet Model Heater, porcelain-enameled wood burning circulator, is equipped with "Ashley Automatic" Downdraft Control, which is protected by five patents. Louvers on ends of cabinet of this grateless stove direct heat downward, warming the floor and lower reaches of room.

Other highlights of the new cabinet are main top and two front panels which are opened with perforations and grills to permit rapid exit for heat, thereby adding to circulation; an inset base resembling type used on modern furniture; a pedal assembly opening top cover of inner unit and top enameled grill simultaneously; and an attractive knob and calibrated dial for setting the Thermostat at desired temperatures. The inner unit is made of 14 gauge heavy sheet steel electrically welded, lined with vitrified tile to withstand terrific temperatures. It is claimed that this model permits great fuel economy.

Description: Of two-tone walnut, the cabinet is 33½" in height; 30" in width, and 20½" deep. The inner unit measures 21½" high, 22¾" wide, and 15" deep.

Packing and Shipping Weight: Packed with corrugated paper board, felt pads in substantial wood crates. 240 lbs.

Manufacturer: Ashley Automatic Wood Stove Company.

For complete details use enclosed card—refer to **HT 1525**

DUAL-FUEL LAMP WILL BURN GASOLINE OR KEROSENE



Sales Features: A new dual fuel mantle lamp which will burn either gasoline or kerosene, this article is equipped with a decorated parchment shade and genuine Pyrex glass mantle protector. When gasoline is used as fuel, the lamp is instant lighting; with kerosene, alcohol generating. While the lamp comes regularly equipped with a generator for use with gasoline fuel, the manufacturer recommends that a special kerosene generator be used when kerosene fuel is used regularly. Pictured above is Model Number 139.

Suggested Retail Price: \$6.95.

Manufacturer: Coleman Lamp and Stove Company.

For complete details use enclosed card—refer to **HT 1526**

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . . Radios
. . . Stoves . . . Heaters . . . Farm Implements . . . Garden Tools . . . Seed
. . . Janitor Supplies . . . Sporting Goods . . . Toys . . . Wheel Goods . . .
Games . . . Gadgets . . . Gifts and Novelties.



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VOL. 2

No. 8

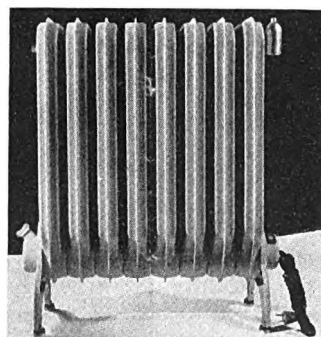
AUGUST, 1941

Distribution this issue—30,300 Copies

MEMBER EBA

HARDWARE TODAY is distributed each month to rated hardware dealers and the buying and sales executives of hardware wholesalers. Subscription price (to other than selected readers) \$2.00 per year, 20 cents per copy.

ELECTRIC STEAM RADIATOR IS PORTABLE AND ECONOMICAL



Prospects: Offices, gas stations, and for use in recreation rooms, parlors, sick rooms, summer cottages, etc.

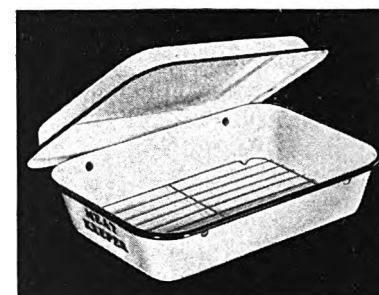
Sales Features: The new, portable Electresteam radiator radiates steam heat from an electrical wall plug, requires no extra wiring or attachments to be operated. Electresteam, measuring 20¾" high and 23¼" long, and weighing only 39 pounds, can easily be carried to any room where heat is required. Operated as inexpensively as a modern electric iron, the new unit uses about nine-tenths of a kilowatt of electricity per hour.

Suggested Retail Price: \$29.50.

Manufacturer: Electric Steam Radiator Corporation.

For complete details use enclosed card—refer to **HT 1527**

MEAT KEEPER ADDS ORDER TO REFRIGERATOR; PROTECTS FOOD



Prospects: Enameled ware buyers.

Description: The U. S. white enameled meat keeper is an ideal pan for storing meats in the refrigerator. It is 14" long, 10" wide and 4" deep, and provides ample cold storage space for fresh steaks, cutlets and chops.

The Meat Keeper can be supplied with or without the wire trivet or grill which fits snugly inside at the bottom of the pan. This feature keeps the meat from coming in contact with the pan and provides ample air space all around the meat, preventing the contents from freezing to the bottom of the pan. This hydrator pan will fit any modern refrigerator and is enameled white with a black trim. The lid can be used for a utility tray when the meat keeper is not in use.

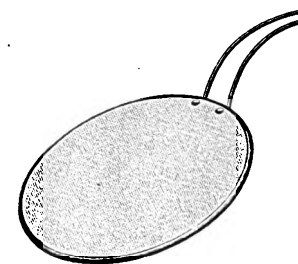
Package and Shipping Weight: Six articles are packed in an individual carton. Shipping weight: 28 lbs.

Suggested Retail Price: \$1.50 with trivet; \$1.20 without trivet.

Manufacturer: United States Stamping Co.

For complete details use enclosed card—refer to **HT 1528**

HEAVY ASBESTOS BURNER PAD PROTECTS HOUSEWIFE'S UTENSILS



Sales Features: Of new and improved design, this Protex burner pad is made of heavy asbestos, 7" in diameter. One side is protected by sheet steel which firmly holds the cool-grip handle, reinforces the pad's edges, and gives it longer life by preventing the cracking or breaking of the asbestos. For usage on all types of stoves whether gas, electric or oil, the pad prevents glass breakage by serving as a "cushion" between glass and burner, substitutes for the lower half of a double boiler, keeps cereals from sticking and burning, and metal and glass utensils free from smoky stains. It spreads heat evenly and gives uniform temperature at all points.

Dealer Helps: Each pad is available in an attractive glassine envelope, printed in two colors for maximum display value. Illustrations on envelope show uses of the products.

Package and Shipping Weight: One dozen are included in each carton. Pads weigh 4 lbs. per dozen when shipped.

Suggested Retail Price: 15c each.

Manufacturer: The Ballonoff Metal Products Co.

For complete details use enclosed card—refer to **HT 1529**

PAY NO MORE

—but Get this EXTRA
SHOVEL VALUE!

EDGES GUARANTEED SPLIT-PROOF

The Blades of Ingersoll Shovels are made exclusively from fine Tillage Steel. It is the same type of steel we roll in our New Castle Mills to produce the Discs for America's largest Implement Manufacturers. That's why Ingersoll Shovels give you so much more value without extra cost. That's why you will find attached to the handle of each Ingersoll Shovel, a booklet describing these Tillage Steel Blades, with edges that are guaranteed SPLIT-PROOF.

Available in all types and grades, round and square points, black or polished finishes. All Alloy, A, B and most C Grades are heat-treated.

Write for Catalog and prices. Address
New Castle Plant, Dept. H. T.

INGERSOLL STEEL & DISC DIVISION
BORG-WARNER CORPORATION, New Castle, Ind.
Plants: New Castle, Ind.; Chicago, Ill.;
Kalamazoo, Mich.

INGERSOLL
SHOVELS

"A
Borg-Warner
Product"

For complete details use enclosed card—refer to HT 1530

GARDENERS "SHOOT THE WEED" WITH NOVEL RIFLE WEEDER



Sales Features: Converting weed pulling into a sport, the Rifle Weeder pulls out the weed—root and all—then shoots it six or eight feet away. With this practical tool, the gardener may stand erect, press down upon the weeder so that the six pointed prongs close in and grasp the earth tightly around the root, then with a twist of his wrist, pull the weed out. The trigger snaps with a gentle finger-squeeze, the firm states, causing the disk at the bottom of the shaft to jump out, thereby ejecting the weed by spring pressure. There are 33 parts to the mechanism, which weighs 30 ozs. The handle is reinforced. The Rifle Weeder is guaranteed against defect of materials and workmanship, and to do the job correctly.

Manufacturer: Meilink & Company, Inc.

For complete details use enclosed card—refer to HT 1531

ARTIFICIAL BAIT FOOLS EVEN "EDUCATED FISH," CLAIMS FIRM



Prospects: Fishermen.

Sales Features: "New principle of lure construction gives the 'Tiger Leech' bait the true longitudinal action of a hellgramite—a creeping, crawling motion, unsurpassed by the live bait itself," states the manufacturer. The rubber lure is the exact pattern of a living model.

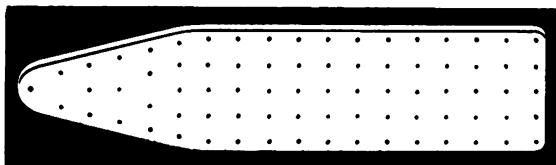
List Price: A dozen baits, fly rod lures, are placed on display cards and are sold to dealers at 34c per card.

Suggested Retail Price: 63c per card.

Manufacturer: Jeffers Baits.

For complete details use enclosed card—refer to HT 1532

IRONING TABLE TOP KEEPS BOARD FROM WARPING



Sales Feature: Warp-proof guaranteed, the new Air-e-ated ironing table top is now being added to all ironing boards produced by the Rich Ladder & Manufacturing Company. The new process allows the escape of excessive steam, not permitting the ironing board top to become saturated when a steam or any other type of iron is employed. It also allows the board to dry out evenly after ironing, preventing warping.

List Prices: These tops are being placed on all Rich ironing boards at no additional charge.

Manufacturer: The Rich Ladder & Manufacturing Co.

For complete details use enclosed card—refer to HT 1533

CORN HOLDERS HAVE SALES APPEAL FOR HOUSEWIVES



Prospects: Housewives and restaurant owners.

Sales Features: These stainless steel corn cob holders will not slip or turn in the user's hands, according to the manufacturer.

Package and Shipping Weight: They are packed in one dozen, six dozen and gross boxes. Weight of one gross box is 3 lbs., 14 ozs.

Suggested Retail Price: Display card with four holders is sold for 10c.

Manufacturer: M. E. Heuck.

For complete details use enclosed card—refer to HT 1534



D & M STANDARD ASSORTMENT WITH DISPLAY STAND No. DF41



No. DF41 Standard Assortment consists of 39 popular items of selected Fall and Winter Sports Equipment, attractively presented.

The display stand is furnished WITHOUT CHARGE.

List Value, \$69.80 - Dealer's Cost, \$41.68

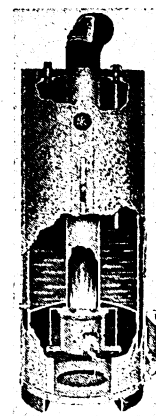
Write your jobber for complete information—
if you do not know the name, write us direct.

The **Draper - Maynard Co.**

400 York Street Dept. HT Cincinnati, Ohio

For complete details use enclosed card—refer to HT 1535

NEW LINE OF WATER HEATERS AVAILABLE IN FOUR SIZES



Description: There are four sizes of oil-burning water heaters in the new "Dowagiac" line: 20, 30, 40 and 50 gallon storage capacities. The 20, 30 and 40 gallon sizes have a 7" burner and will heat approximately 30 gallons per hour, based on an 80 degree temperature rise. All sizes are the same height, 51" over-all. The burners are finished in blue Hammerloid baked enamel with chrome trim. A chief part of the water heaters is a Draft-O-Light, a combination 90 degree elbow and automatic draft regulator.

Dealer Helps: A bulletin describing the water heaters is available.

Manufacturer: Dowagiac Steel Furnace Company.

For complete details use enclosed card—refer to HT 1536



EVERY MAN IS A PROSPECT

Sell factorymen, sportsmen, railroaders, farmers, truckers and home putter-arounders these leg bands. Keeps pant legs snug—keeps out dirt, dust, chaff and insects. Helps prevent flapping pant legs from causing accidents. Made of amber rubber with rustproof metal clips. Retails at 25c per pair, packaged. Order your stock now.

A NEW ITEM



*Write for Dealers and Jobbers Discounts

R. G. DISPENZA MFG. CO.
525 UNION BUILDING
CLEVELAND, OHIO

For complete details use enclosed card—refer to **HT 1537**

HOT SPRINGS NATIONAL PARK ARKANSAS

Uncle Sam's most popular playground is an ideal spot for your summer vacation—a glorious opportunity for you to enjoy the famous thermal waters known throughout the world for benefits in relieving generally run down physical conditions and for toning up tired muscles and nerves for renewed energy. A U. S. Government supervised bath house is under the same roof of the Hotel Eastman. Enjoy Hot Springs and the Eastman this summer—mountains, miles of lake shores, horseback riding, motoring, hiking—a vacation paradise awaits you in Hot Springs. Low summer rates now available. Write for pictorial literature. Address:

HOTEL EASTMAN and BATHS
HOT SPRINGS NATIONAL PARK, ARKANSAS

For complete details use enclosed card—refer to **HT 1538**

FIVE PROFIT-BUILDERS ARE HIGHLIGHT OF SANDER DISPLAY



Dealer Helps: Designed for use as either a floor or window exhibit, the new display, shown above, highlights the following five profit-builders for dealers handling Red Devil No. 444 floor sander and No. 440 portable vacuum sanders: (1) complete floor conditioning service; (2) floor sander rentals; (3) floor sander sales and service; (4) portable vacuum sander sales and service; (5) paint wood scrapers, sandpaper and other items. Background of the exhibit simulates wood flooring. Also available to dealers are colorful decalcomania and consumer leaflets.

Manufacturer: Landon P. Smith, Inc.

For complete details use enclosed card—refer to **HT 1539**

Do you know

... that retail hardware store sales were seven per cent higher in 1940 than in 1939? Latest figures from the United States Department of Commerce for the first four months of 1941 show that sales over 1940 increased 14 per cent in January; 13 per cent, February; 15 per cent, March; and 20 per cent in April.

... that self-service, as a type of merchandising, is gaining ground on several fronts? In the hardware field, the shortage of young men is given as one of the prime reasons for this innovation.

... that the Bureau of Agricultural Economics reports a great increase in the contents of farmers' purses? Farmers now have more money to spend than they have had in the last three years, this release contends. Farm income from January 1 to May 1 was \$2,771,427,000 as compared with \$2,616,367,000 for the same period last year, and \$2,341,064,000 in the first four months of 1939.

... that nearly \$150,000,000 will be spent in 1941 for fluorescent lighting equipment if predictions of authorities ring true? This includes 20,000,000 lamps or tubes, accompanying fixtures, starting switches, ballast coils and other accessories. In 1943, it is estimated, the sale of tubes will be 50,000,000 units.

... that fireplaces and space heaters will be used more this fall than ever before? Responsible for their popularity will be the acute shortage of transportation facilities for fuel oil in the East. This probably will result in consumption restrictions of fuel oil heaters as well as price-raising. Many hardware dealers consequently plan to stock up early and to conduct a more intensive promotional campaign than usual on space heaters and fireplaces.

... that whitening or calcium carbonate, used in paint manufacture today, was contained in decorations on the baths of Titus in ancient Rome? Centuries earlier in Egypt, pictures were painted over a primer coat containing this material.

... that sales of washers and ironers denote a tremendous increase in consumer purchasing? Washers shipped from factories in April, latest figures available, totaled 213,611 or an increase of 58.02 over April, 1940. The total for the first four months of 1941 is 693,893, breaking an all-time high for 1937's opening months when shipments were 646,009.

... that four and one-half inch bristles which sold in August, 1939, at \$2.14 per pound are now over \$9 per pound in China with delivery uncertain, according to a recent news report?

... that the washing of Venetian blinds is not a problem to two Denver engineers who developed a machine claimed to do the job in 30 minutes without damaging the blinds? Twelve feet high, 15 feet wide and 25 feet long, the machine sprays the blinds with a cleaning solution, runs them through washing and drying compartments. They then are dried quickly by air conditioning which eliminates shrinkage.

... that paint on the finished wall appears much darker than when viewed as a small chip on a color card; that allowance should be made for this variation when choosing paint color schemes?

... that "new home building in 310 leading American cities in 1940 reached the highest value and volume in 11 years?" The latter statement was made by E. E. Crabb, president of Investors Syndicate, who recently made a report in Minneapolis, Minn., on preliminary results of the company's annual national housing survey.

... that Robert E. McConnell, chief of the conservation unit of OPM, estimates that housewives' donations of used aluminumware during the recent campaign will permit the construction of more than 2,000 additional fighting planes or 500 additional four-engine bombers?

POUR PAIL DISPLAYS SELLING POINTS OF MOTOR OIL



Prospects: Farmers, car, truck, and tractor owners who are in charge of their own servicing.

Sales Features: Super Galena fortified motor oil, according to the firm producing it, reduces motor trouble due to sticky valves or rings, gives more horsepower, cools the motor, and minimizes effect of crankcase mileage. When this oil is used, the manufacturer states, there is less sludging, greater gasoline mileage and less oil consumption.

The new pour pail, illustrated above, has a special pull-out spout, and a removable top so that it may be used later as a garbage pail. The new lubricant combines detergency with high viscosity index.

Suggested Retail Price: Five gallon package will retail for \$5.95 and \$6.00.

Suppliers: Wholesalers.

Manufacturer: Galena Oil Corporation.

For complete details use enclosed card—refer to **HT 1540**



"I HAD NO SOONER GOT HIM INTERESTED THAN HIS WIFE THREATENED TO SUE ME FOR ALIENATING HIS AFFECTIONS!"

PRICE CHANGES

BASEBALL GOODS—Baseball and softball bats, gloves, mitts and balls advanced 5 to 8 per cent.

BENCH SCREWS—Advanced 7 to 10 per cent.

BICYCLES—Advanced 3½ to 6 per cent.

BOLTS—Advanced 10 per cent.

BROOM RAKES—Advanced 20 per cent.

BROOMS, WAREHOUSE—Advanced 10 per cent.

BRUSHES, FLOOR—Advanced 5 to 10 per cent.

BRUSHES, HORSE—Advanced 10 per cent.

BUTTS, DOOR—Advanced 5 to 10 per cent.

CAPS, MINERS'—Advanced 2½ to 20 per cent.

CHAIN, PUMP—Advanced 10 per cent.

CLOTHES DRYERS—Advanced 10 per cent to 15 per cent.

CORNER BEAD—Advanced 10 per cent by one manufacturer.

CREAM SEPARATORS—Advanced 10 per cent by one manufacturer.

CURRY COMBS—Advanced 10 to 15 per cent.

CUTLERY, TABLE—Advanced 6 to 10 per cent.

DOG COLLARS—Advanced 10 per cent.

EAVES TROUGH AND CONDUCTOR PIPE—Advanced 5 per cent.

ELECTRIC FUSES—Advanced 5 to 7½ per cent.

ELECTRIC SWITCHES—Advanced 15 to 30 per cent.

FAUCETS, OIL, PETROLEUM AND MOLASSES—Advanced 5 to 10 per cent.

FEEDERS, HOG—Advanced 5 per cent.

FENCE STRETCHERS—Advanced 17 per cent.

FISHING REELS—Advanced 10 per cent.

FISHING RODS—Advanced 5 per cent.

FITTINGS, REFRIGERATOR—Advanced 5 per cent.

GALVANIZED WARE—One maker announces general advance of 5 per cent on all items made.

GUN COVERS—Advanced 5 per cent.

HANGERS, HOOK AND PIPE—Advanced 5 per cent.

HAMMERS—Ball pein and machinists' hammers advanced 12½ per cent.

HARNESS—One manufacturer announces general advance of 10 per cent on all harness, harness parts and accessories, except horse collars.

HANDLES, CROSS CUT SAW—Advanced 2½ to 6 per cent.

HAY TOOLS—Advanced 10 to 12 per cent by one manufacturer.

HINGES, STRAP AND T—Advanced 5 to 10 per cent.

HOSE, AGRICULTURAL SUCTION—Advanced 10 per cent.

HUSKING HOOKS—Advanced 10 per cent.

IRONING TABLES—Advanced 16½ per cent by one manufacturer.

KNIVES, LEATHER—Advanced 10 per cent.

KNIVES, RUBBER—Advanced 10 per cent.

LAMP CORD—Advanced 5 per cent.

LAWN MOWERS—Advances up to 33½ per cent on certain models by some manufacturers. One manufacturer reports 5 per cent to 10 per cent advance, effective 1942.

LAWN ROLLERS—Advanced 10 per cent.

MAIL BOXES—Advanced 6½ to 10 per cent by one manufacturer.

MIXER, PAINT—Advanced 15 per cent by one manufacturer.

MOPHEADS, COTTON—Advanced 5 to 8 per cent.

MOPS, DISH—Advanced 12 to 14 per cent by one manufacturer.

NAILS, CUT—Advanced 4 per cent.

NAILS, HORSE SHOE—Advanced 9 to 16 per cent.

NUTS—Advanced 10 per cent.

PAILS AND TUBS, CEDAR—Advanced 8 per cent by one manufacturer.

PAINTS—Advances from 5 to 19 per cent on practically all oil paints, including house paint, barn paint, porch and deck paint, primers, undercoats, stains, varnishes, enamels, interior gloss and semi-gloss, but not on flat wall paints.

PRESSES, FRUIT—Advanced 3 per cent by one manufacturer.

PUNCHES AND SHEARS, COMBINATION—Advanced 10 per cent.

RANGES, ELECTRIC—Advanced 5 to 20 per cent.

RANGES, OIL—Advanced 10 per cent.

ROPE—Additional manufacturers advance prices of manila and sisal rope 6 per cent to 9 per cent.

SADDLES—One manufacturer announces general advance of 10 per cent on all saddles, bridles, halters, clippers, blankets and other saddle horse equipment.

SASH CHAIN—Advanced 5 to 10 per cent.

SASH CORD—Advanced 3 to 7 per cent.

SASH WEIGHTS—Advanced 10 per cent.

SCALES, HOUSEHOLD—Advanced 10 to 20 per cent.

SCRAPERS, WHEEL BARROW—Advanced 5 per cent.

SCREEN AND STORM SASH HANGERS—Advanced 10 per cent.

SCREWS, WOOD—Advanced 5 per cent.

SEATS, CHAIR—Advanced 6 per cent.

SHELF BRACKETS—Advanced from 4 to 10 per cent.

SKATES, ICE—Advanced 10 per cent.

SKATES, ROLLER—Advanced 6 to 10 per cent.

SKIS—Skis, toboggans and accessories advanced 10 per cent.

TACKLE BOXES—Advanced 10 to 10 per cent.

TAPE, GUMMED PAPER—Advanced 10 per cent.

THUMB TACKS—Advanced from 3 to 5 per cent up to 20 per cent.

TOOL CHESTS—Advanced 10 to 20 per cent.

TOOL KITS—Advanced 7 to 12 per cent.

TOOLS, ELECTRIC—Metal working shop equipment advanced 1 to 15 per cent.

TOOLS—Heavy hardware, including crowbars, sledges, mattocks, picks, wedges, mauls, advanced 10 to 20 per cent.

TOOLS, BLACKSMITHS'—Advanced 10 per cent.

TOOLS, STONE MASONS'—Advanced 10 per cent.

TRAPS AND CESS POOLS, CAST IRON—Advanced 10 to 15 per cent.

UTENSILS, KITCHEN AND INSTITUTIONAL—One manufacturer announces general advance of varying amount on entire line of enameled, stainless steel and cast iron utensils.

WALL TIES—Advanced 8 to 10 per cent.

WASHERS, LOCK—Advanced 5 per cent.

WHEEL BARROWS, TUBULAR—Advanced 10 per cent.

WICKS, LAMP, LANTERN AND HEATER—Advanced 20 per cent.

WIRE MOUSE, RAT TRAPS—Advanced approximately 10 per cent.

WRENCHES, AUTOMOTIVE—Advanced 10 per cent.

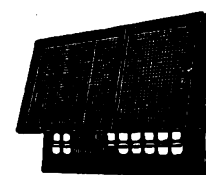
WRENCHES, COMBINATION NUT AND PIPE—Advanced 10 to 12 per cent.

WRENCHES, KNIFE HANDLE—Advanced 10 per cent.

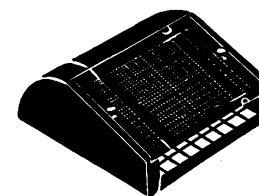
WRINGERS, MOP—Advanced 10 per cent by one manufacturer.

Advertisement

SHIELDS AND FILTERS IDEAL FOR HOMES WITH HOT AIR HEATING



WALL TYPE No. 69



FLOOR TYPE No. 99

Sales Features: "McCabe's Clean Air Filters and Shields" ideal for homes with hot air heating. Can be installed without removing register. . . . Replaceable filters. . . . Easily cleaned by brushing or vacuum cleaner. . . . Catches grime, dirt and soot. The average sale is over 6 units. . . . Available in two types. Color: Black, Walnut-Grain and Ivory.

Dealer Helps: Two-color easel display units. Newspaper mats and cuts. Cooperative Dealers Sales Plan.

Package and Shipping Weights: Packed one dozen to the carton. Wall type No. 69, per carton, 12 lbs. Floor type, No. 99, per carton, 30 lbs.

Suggested Retail Price: Wall type, No. 69, 89c. Floor type, No. 99, \$1.49.

Manufacturer: Swing-A-Way Steel Products, Inc., 1439 Merchandise Mart, Chicago, Ill.

For complete details use enclosed card—refer to HT 1541

Advertisement

NEW LINE OF PAINT SUBSTITUTES FOR ALUMINUM



Description: Outstanding among Valdura's new Defense line of paint which features five innovations in this field is Valdura metal lead paint, an aluminum substitute, forming a protective coat of metal lead usable on new or old galvanized metal. The four other newcomers include Valdura tank white paint, a high light and heat reflecting heavy-duty paint for exterior use on metal; light gray and neutral gray paint, both of which are exterior metal paint; and enameled metal primer yellow, recommended as a prime coat on metal surfaces.

Dealer Helps: The "Wet Paint" sign, shown above, a broadside on the Defense line, two new leaflets on Valdura house paint and Valdura interior finishes, direct mail campaigns to dealers' prospects, colorful envelope stuffers, color cards, newly styled painter's caps, mixing paddles, and a deluxe spray unit promotion to quantity paint buyers.

Manufacturer: American-Marietta Company.

For complete details use enclosed card—refer to HT 1542

STREAMLINED UTILITY FOUND IN FORK'N SPOON FOOD TONGS



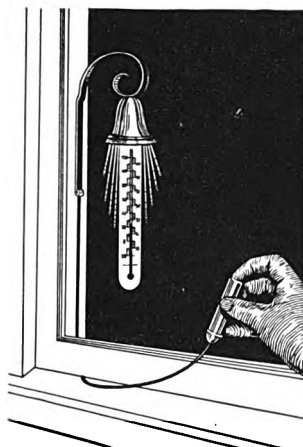
Sales Features: Combining an attractive appearance for table use with multi-purpose efficiency for kitchen utility, the Fork'n Spoon Food Tongs, illustrated above, can be used for turning meats, for hot potatoes, serving salads, lifting eggs and many other purposes. Sturdily constructed, they are 11" in overall length.

Suggested Retail Price: 29c.

Manufacturer: Federal Tool Corporation.

For complete details use enclosed card—refer to **HT 1543**

OUTDOOR THERMOMETER WITH LIGHT IS ATTRACTIVE HOLIDAY GIFT



Prospects: Home owners, farmers, gift seekers.

Description: An illuminated thermometer to be attached to an outside window casing. The gadget has a cord running under the closed window sash with a press button to light the thermometer. It is claimed to be the first night outdoor thermometer on the market, and measures 7" x 3". Constructed of wrought iron and solid brass, the product has a glass tube container for thermometer, and a plastic battery case.

Dealer Helps: An attractive counter display containing a Temp-tur-lite that the customer can operate, literature and newspaper mats.

Package and Shipping Weight: Twelve are packed in a standard carton weighing nine pounds.

Suggested Retail Price: \$2.25 or \$2.50.

Manufacturer: Herbert H. Hill & Son.

For complete details use enclosed card—refer to **HT 1544**

SCANNING THE FIELD FOR IDEAS

(Continued from page 1)

STORE IS INFORMATION BILLBOARD

First with one of the latest ideas in the hardware field is a retailer in California whose store is a huge billboard of hardware information. Recognizing the public's enormous appetite for "information, please," this businessman has used the exterior of his store for billboard facts. Daily fishing reports, some sport news and other assorted material is announced in bold lettering across the building. "Correct information about sports," maintains this owner, "converts a store into a headquarters for details about sports. Those who come in seeking information often walk out as customers."

HEATER DISPLAY IN AUGUST

A space heater display in late August may sound slightly "loco" to many folks, but many owners throughout the country discovered last summer that such reminders bring much new business in fall. Bold display of these products in advance of their need identifies the store with heating equipment in the minds of customers before they decide to shop. Some time later they are in the market for this item, their early impression proves fruitful for the "early bird" hardware dealer.

PET SUPPLIES ARE PATRON MAGNET

The extra service of supplying pet needs in his hardware store has proved to be very profitable for a Missouri dealer over a period of ten years. He claims that the promotion of pet supplies has brought a consistent volume of extra sales to his store which otherwise would have gone to other types of retailers; has built up a clientele of women customers whose only reason for entering a hardware store was to buy supplies for their pets; and has equalled in profit volume any other item displayed in the same amount of space. This store handles both dog and cat packaged and bulk foods, bird seed, bird cages, fish foods, aquariums and decorative stone. In addition to this, it has a "wardrobe" department highlighting leads, collars, harnesses, sweaters, license tags, and medicines.

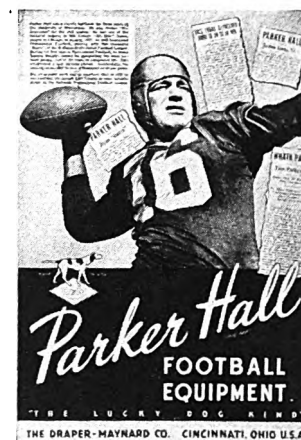
MURALS TELL HARDWARE TALE

Another pioneer in changing the physical structure of his shop to convey hardware themes is a second owner, also on the West Coast. Painted murals on the walls of this store convey pictorial stories of the usage of many hardware items. When questioned about his murals, this dealer explained: "Pretty pictures of stylized designs are painted too often by decorators assigned to decorate walls of businesses. In my opinion, modern murals can give the patron useful information about the firm's merchandise."

NEW FUN FOR SUN-BASKERS

"Ball playing not allowed"—a sign frequently displayed at public beaches and parks—led a hardware retailer in Illinois to decide that other new diversions are necessary at beaches and outdoor spots. His "Outdoor Game Section," displaying backgammon, checkers, Chinese tile games, peg boards, ring toss, dart boards with suction cup darts, and board games with spinners, or dice, are perfect for warding off boredom for those who bask in the sun. All games displayed in this section must be played in a minimum of space, must be safe, and consist of parts which are not easily lost in the sand or carried away in the wind. For his display, this imaginative manager used sand to simulate a beach.

FOOTBALL EQUIPMENT BEARS NAME OF FAMED PARKER HALL



Description: A complete line of young athletes' football equipment, consisting of footballs, shoulder pads, helmets, and football pants, all bearing the name of the famous Parker Hall, is now being introduced.

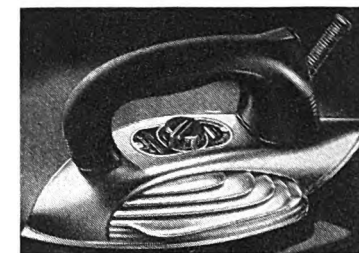
Dealer Helps: Each article is attractively wrapped in a separate package. A display sign of Parker Hall, measuring 13" x 20", now available to dealers. Catalogues illustrating and describing all athletic equipment, including Parker Hall line, will be sent upon request.

List Price: Footballs are \$1.10, \$1.65, \$2.50, and \$3.50 each; helmets, \$1.65 and \$2.50 each; shoulder pads, \$1.65 and \$2.50; and pants, \$2.50.

Manufacturer: The Draper-Maynard Company.

For complete details use enclosed card—refer to **HT 1546**

DUAL SOLEPLATE IS FEATURE OF AIR-COOLED IRON



Sales Features: Petipoint, a different air-cooled electric iron with a dual soleplate, irons ordinary flatwork with the full-sized soleplate and presses ruffles, tucks, gathers and corners with a smaller soleplate, set at an up-tilted angle at the rear. Actually air-cooled, Petipoint has four horizontal fins that dissipate the unused heat to the sides. When not in use, Petipoint is rolled on its side.

Description: With a new handle, Petipoint is so designed that it is equally convenient for a left or right-handed person. Fully-automatic, the iron has a highly-accurate heat control, it is claimed. When the indicator on the dial is set for any particular fabric, the soleplate will never attain greater heat than that dialed, the manufacturer states. The embedded ceramic heating element of the Petipoint is rated at 120 volts and 1,000 watts, giving rapid recovery for speedy ironing, and correct distribution of heat throughout the entire soleplate. A 10,000 cycle cord is attached.

Suggested Retail Price: \$12.95.

Manufacturer: Edmilton Corporation.

For complete details use enclosed card—refer to **HT 1547**

ASK YOUR SUPPLIER—ABOUT

AUTOYRE

DESIGNED FOR TOP SALABILITY

OAKVILLE, CONNECTICUT

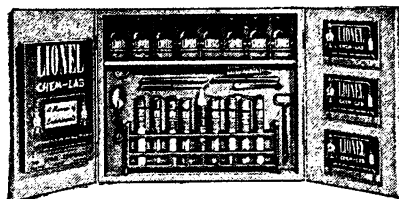
BATHROOM & KITCHEN FIXTURES

Chrome, cadmium, white enamel lines at 10c, 25c, 50c

WRITE FOR CATALOG INSERTS

For complete details use enclosed card—refer to **HT 1545**

SEVEN CHEMISTRY SETS OPEN SCIENTIFIC FIELD TO BOYS



Sales Features: Lionel Chem-Labs open to boys the whole unlimited realm of scientific research and experimentation, according to the manufacturers. It is claimed that these chemical laboratories—there are seven sizes—are professional in every respect but size, are correctly equipped and adequately stocked. A bound volume of chemistry experiments packed with all classroom chemistry lessons plus a series of other chemical reactions is included in each laboratory set.

Description: Chemicals are packed to prevent deterioration in glass bottles with air-tight, screw-top, bakelite caps. Among highlights of the Chem-Labs are built-in test tube holders, glass-encased thermometers, accurate balance, instruments and vessels that are not toy copies but accurate counterparts of equipment used in research institutions, the firm states.

Dealer Helps: Contest promotion, advertising in leading newspapers and magazines, a catalog, an illuminated display piece and many other sales-aids.

Retail Price: The seven sizes of laboratories are priced from \$1.00 to \$15.00. Laboratory No. CL-2, shown above, retails at \$2.00.

Manufacturer: The Lionel Corporation.

For complete details use enclosed card—refer to **HT 1548**



"WE'VE DECIDED TO GIVE AWAY FREE TICKETS TO THE MOVIES WITH EACH SET OF DISHES!"

NEW PADLOCK PATTERNED AFTER SAFE LOCK; OFFERS NOVEL DISPLAY



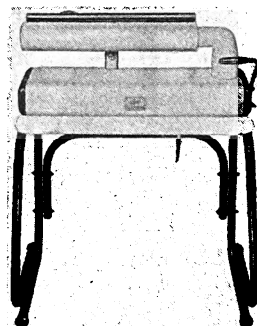
Description: Built like the lock on a safe, Master No. 1500 Champ combination padlock affords great security against robbery, claims the manufacturer. The wrought brass and steel mechanism is housed in a steel inner case which in turn is sealed in a wrought brass outer case. For school installations, the locks can be built especially with the serial numbers in sequence so that a master control chart can be furnished in order to permit inspection.

Dealer Helps: A permanent counter display is given free of charge with the purchase of a dozen locks when this ordered as the Master No. 15 school special.

Manufacturer: Master Lock Company.

For complete details use enclosed card—refer to **HT 1549**

ELECTRIC IRONER ELIMINATES DRUDGERY FROM IRONING



Sales Features: Thor "Gladiron," motor-driven electric iron, permits homemakers to iron flat work, skirts, blouses and even men's shirts quickly and easily, it is claimed. "Gladiron" highlights include a dialastat which automatically maintains temperature for any kind of fabric; heat-production in 1½ minutes; a self-feeding shoe lip; a double open-end roll for ironing cuffs simultaneously; a pilot light, handy cord compartment. The deluxe Thor "Gladiron" pictured above offers knee press control so that both hands are free; a lap-board; and a hardened, scratch-proof, chrome-plated ironing surface, besides permanent mounting. Floor space required by this model is less than four square feet. Contact area is 58 square inches; roll length, 21 inches. Heating capacity is 21 watts per square inch.

Dealer Helps: Dealer newspaper advertising, extensive national radio advertising, direct mail, handbills, leaflets, window trims, die-cut displays, and many other innovations.

Package and Shipping Weight: 69 lbs. (Gladiron, 50 lbs., stand, 19 lbs.)

Suggested Retail Price: \$39.95 deluxe model; \$29.95 for standard model, No. 88.

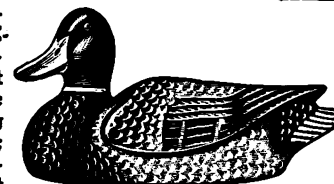
Manufacturer: Electric Household Utilities Corporation.

For complete details use enclosed card—refer to **HT 1550**

Your Customers Want **CARRY-LITE DECOYS**



First introduced last fall, hollow-molded CARRY-LITE DECOYS were an instant sensation! Their extreme light weight; over-size, realistic design; automatic righting when tossed into the water; non-listing and non-water-logging... and the fact that no weights are needed for balance... met the immediate, enthusiastic approval of duck hunters everywhere.



This year, we have added GOOSE, CROW, OWL, MINIATURE DUCKS and DE LUXE MALLARDS (with heads turned in different directions) to the line. We are pre-selling over a million sportsmen through national advertising in leading outdoor magazines. Your customers are going to ask for CARRY-LITES. Stock them now! Order from your jobber. And write, today, for full-color catalog sheet showing complete line.



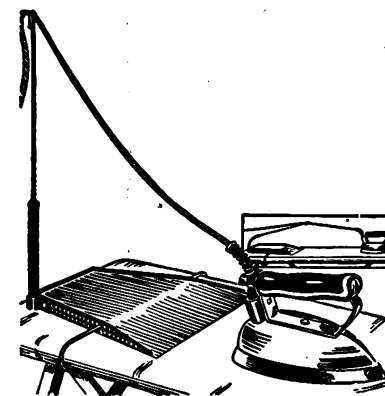
MOLDED CARRY-LITE DECOYS

3000 West Clarke Street

MILWAUKEE, WISCONSIN

For complete details use enclosed card—refer to **HT 1551**

HOUSEWIFE DOESN'T LIFT IRON WHEN USING NOVEL IRON REST



Sales Features: A new product combining an iron rest with a simple foolproof cord control. The iron "slides on" and "slides off" the rest without any weight lifting. This is important to the housewife, as lifting a six-lb. iron 500 times or more (average ironing) equals 1½ tons of weight lifted. The cord control keeps the electric cord up and off the ironing board. It is out of the way all the time and there is no knotting or kinking of the cord. It is made of steel and finished in red and black enamel.

Package and Shipping Weight: Iron rests are packaged in individual boxes and weigh 15 lbs. per dozen.

Manufacturer: Ironing Appliances Corporation.

For complete details use enclosed card—refer to **HT 1552**

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all back-firing and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.

YOUR JOBBER CAN SUPPLY YOU.

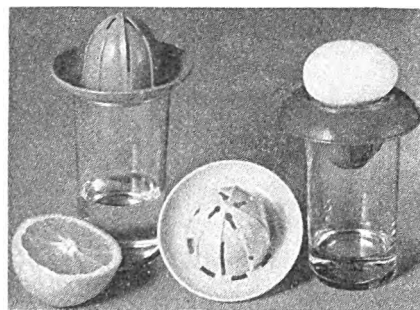
Calbar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



For complete details use enclosed card—refer to HT 1553

JUICE EXTRACTOR ALSO MAY BE USED AS EGG SEPARATOR



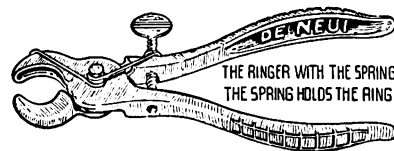
Sales Features: Just placed on the market, this "2-in-1" juice extractor and egg separator is made of unbreakable, odorless plastic and is available in fiesta shades of red, green and canary. The manufacturer claims laboratory tests prove that this juice extractor obtains more food value from oranges than other type of juicers.

List Price: 20c with discount of 40% and 5% in half gross lots or more to the dealer, and 40% discount on less than half gross lots to the dealer.

Manufacturer: Scurlock Corporation.

For complete details use enclosed card—refer to HT 1554

HOG RINGER WITH SPRING WILL CLOSE ALL STANDARD RINGS



Sales Features: The DeNeui Hog Ringer will close all standard rings such as Blairs, Hills, Perfect, Fish Hook, Pig Stewart, Shoat Stewart, and Humane Ringers. The patent spring holds ring when both hands are occupied. Made of malleable casting, this hog-ringer is reinforced at all points, and is warranted by the manufacturer against breakage due to faulty workmanship or material.

Package and Shipping Weight: One dozen are placed in each box; one gross in a carton. Gross weight is 68 pounds.

Manufacturer: H. H. Lindeman.

For complete details use enclosed card—refer to HT 1554-A



SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"OFF TO SEE AMERICA"—Reminder to vacationists of items they might take on trips.

"HOT WEATHER FRIEND"—An appropriate title for air conditioning equipment.

"RUN AWAY AND PLAY"—New gas ranges deserve this heading, suggesting a leave of absence for housewives who own one.

"INVESTMENT VALUES" portrays items that are good buys.

"COLLEGE CLINIC" might head a display of irons, electrical appliances, and other merchandise for students planning departures to educational institutions.

"CAMPUS CHOICE" is another eye-catching title for collegiate assortments.

"THE LAST DOZE OF SUMMER" is suggested for products to be purchased for fall.

"FORGING INTO FALL"—An advance guard of fall articles may be shown under this heading.

"FOR THE FUN OF IT"—Sports goods or games may be displayed with this phrase.

"WEDGES INTO FALL" may be repetitively headlined for heater displays, house cleaning items and other autumn merchandise.

"SIMPLE AS A B C"—This phrase may be used for demonstration promotions.

"VALUES LIKE THESE DO THEIR OWN TALKING"—Sale items were advertised under this title.

"COMPLIMENTS GALORE"—Suggested for products which are attractive additions to homes and offices.

"GIFTS OF CHARACTER" was a heading for a display of housewares.

"GET IN THE SWIM" is headline to be used for current articles that retailer wishes to place in public spotlight.

"NOW'S THE TIME FOR HOME DEFENSE!"—paint and other items for fall housecleaning advertised under this provocative title.

"Vacation every day at home!" . . . "Hot tips on cool cooking" (Housewares) . . . "Symbols of Civilization" . . . "Plan for happiness—Dreams of 'home' come true" . . . "For your vacation" . . . "Like Champagne on a Budget" . . . "Pre-Fall Stimuli" . . . "Love at First Sight" . . . "Just when you need them most" . . . "Protection for fun in the sun" (Sun and Swimming glasses) . . . "Just for Fun!" (Children's toys).

THIS TRAP SHOOTING EXHIBIT SUITABLE FOR FLOOR, WINDOW OR WALL



Dealer Helps: The above Targo display—suitable for floor, window, or wall—is now available to hardware dealers. Made of solid wood and plywood, painted in three colors, it exhibits a complete set of Targo equipment. It is shipped free of charge to dealers. The merchandise is mounted on it at the factory.

In order to qualify for the display free of charge, dealers are required to order two Targo guns (Model 42TR), three Targo No. 1 Traps, two Targo Hand Trap Frames and 1000 Targo B1 Targets.

Miniature trap shooting is growing rapidly and many a dealer sees in Targo an excellent opportunity to make not only the first profit on the sale of the equipment but, also, to get the recurring sales of Targo targets and ammunition.

Manufacturer: O. F. Mossberg & Sons, Inc.

For complete details use enclosed card—refer to HT 1555

WINDPROOF LIGHTER WITH INSIGNIA SUGGESTED AS GIFT TO SOLDIER



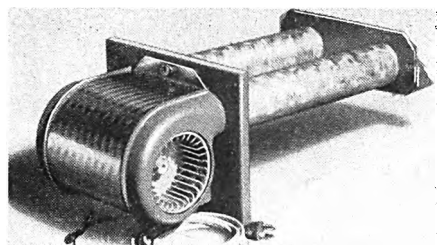
Sales Features: Guaranteed for life, new ZIPPO Windproof Lighters are embossed with the following bronze insignias of the various service branches: aviator's wings and propeller, as shown above, Army wings, Navy wings, many Army, Navy, Marine and Coast Guard emblems, a "stars and stripes" design for folks at home, all of which are done in bronze; and crossed rifles, sabres and cannon emblems, engraved in color on lighter case. Durable construction and windproof dependability of two-tone chrome case lighters make them especially practical for rugged, outdoor life of the armed services.

Retail Price: \$2.75, complete with a gift box.

Manufacturer: Zippo Manufacturing Company.

For complete details use enclosed card—refer to HT 1556

VENTILATOR CLAIMED TO DISPEL ODORS INSTANTLY AND SILENTLY



Prospective Uses: In recreation rooms, hobby rooms, trailers, offices, dentists' laboratories and beauty parlor booths.

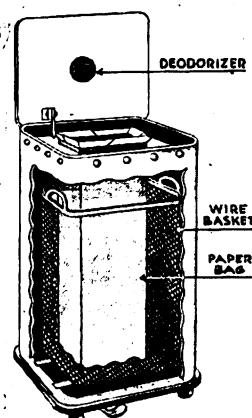
Description: The Skuttle ventilator insures clean fresh air by whisking away odors instantly and silently, state the manufacturers. It is finished in various color combinations to harmonize with color schemes of different places, and doesn't use any more current than a 25 watt bulb. Because each Skuttle No. 100 ventilator comes completely mounted on panel, with toggle bolts, lead-out ducts, rust-proof outside flapper opening (closes and opens automatically as blower is used) and 8 ft. of electric cord and plug, it can be easily and quickly installed, according to a statement by the Skuttle Sales Company.

List Price: \$15.00.

Manufacturer: Skuttle Sales Company.

For complete details use enclosed card—refer to **HT 1557**

AIR CIRCULATION, CLEANLINESS FEATURES OF GARBAGE CONTAINER



Uses: Homes, apartments, hospitals, doctors' offices.

Sales Features: To operate the So-Klean container, a garbage disposal receptacle, the user steps on a foot release control, releasing the garbage into an ordinary 20-lb. grocery bag which is held open and in place by metal grippers which also prevents the bag from sagging. A secondary wire basket safeguards against accidental spilling.

Description: The cabinet is small, light and compact. It measures 18 x 12 x 10" and will fit directly under kitchen sinks. It is also adaptable to built-in kitchen cabinets. Air vents in bottom, top and sides allow for complete circulation of air on all sides of the bag container and a deodorizing unit in the top eliminates any chance for bad odors escaping.

Manufacturer: So-Klean Container Company.

Suggested Retail Price: \$5.00.

For complete details use enclosed card—refer to **HT 1558**



Customer purchases favored housewares and picnic products, according to latest reports on the sale of merchandise.

House Numbers—Plastic house numbers, retailing at 10c each, sold in volume in New York city. Numbers were 3" high and reflected light from passing cars and street lamps. (Lumelite Corp., New York.)

Metal Can and Bottle Opener—This item, to be nailed to wall, sold strongly throughout the East. It opens cans of any shape. (Steel Products Mfg. Co.)

Utility Tables—Delivered unassembled, these enameled steel tables with folding legs, were sold for \$1.98, \$1.59 and \$2.59. Table bases finished in white and tops in Chinese red, light blue or light green on heavy steel. These were most popular in the state of New York. (Esmco Auto Products, Brooklyn.)

Juice Extractor—In Chicago this month, Juice-O-Mats, product of the Rival Mfg. Co. of Kansas City, Mo., were establishing new sales records. They are priced at \$3.95 apiece.

Coffee Maker—Cory Coffee Maker at \$6.45 was a frequently purchased gift for brides this month throughout the Middle West. (Glass Coffee Brewer Corp., Chicago.)

Dryer—Sales were being reported for Hotpoint automatic dryer following a large promotion campaign with advertising folders, window and floor displays, and demonstrations.

Presser—A Chicago department store noted a huge increase in the flow of customer demand for flat steel pants presser, 49c each or three for \$1.00. (Flat Steel Mfg. Co.)

Vacuum Jug—Selling well over the East was a gallon-size vacuum jug with spigot and top handle; and a finish of two-tone enamel. The article was priced at \$2.50. (Landers, Frary & Clark, New Britain, Conn.)

Venetian Blind Cleanser Combination—Combinations include cleaning liquid with wax base, lambs wool polishing glove and bottle of liquid fabric cleanser for cleaning tapes sold in volume at \$1.19 in Manhattan. (Windsor Wax Co., Inc., Hoboken, N. J.)

Carpet Sweeper—Priced at \$2.74, Bissell carpet sweeper totalled heavy sales in the Illinois area. (Bissell Carpet Sweeper Co., Grand Rapids, Mich.)

Folding Table—Light-weight folding picnic beach table made of wood with green top accented by white stripes sold in volume at \$1.39 in New York. (General Wood Products Co., Rockford, Ill.) Rope handles on the product intrigued many patrons.

Gloves—In the selling spotlight in Eastern regions currently are heavy asbestos gloves in a gray shade, thickly padded and available in two sizes, for men and women. Displayed in barbecue sections, these sold at \$3.50 per pair. (Jim Little, Danville, Ill.)

Thermos Kit—Striped canvas thermos kit with slide-fastened top containing tin sandwich box and two one-quart size thermos bottles moved well at \$5.49. (American Thermos Bottle Co., Norwich, Conn.)

Picnic Basket—New Yorkers bought hand-woven splint wood basket with wooden cover and two handles in large quantities. These were tagged 92c each. Four nickel-plated spoons and four forks were fitted into cover. (Leipzig & Lippe, New York.)

Steel Plate—Residents of Manhattan with a yen for outdoor camping and barbecues created a great sales demand for oval-shaped stainless steel plates, retailing at \$1.00. (Steelsmiths, Inc., Meriden, Conn.)

Breakfast Set—During an August sale of kitchen furniture, Howell Plastex breakfast set consisting of five pieces and priced at \$34.95, sold very well in a Chicago department store. The refractory type table has a new plastic finish that is heat, stain and chip-resistant. (Howell Company, St. Charles, Ill.)

Electric Cooker—Housewives can cook four different ways with a Nesco Cookmaster which is popular this month in Chicago. The cooker which has an 18-quart capacity and a white finish, is selling at \$18.95. (National Enameling & Stamping Co., Milwaukee)



BELT LACING

STEELGRIP—the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.

WIDEGRIP—the belt hooks that are easier to handle, easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit WIREGRIP or any other standard lacers. Write for catalog and circulars.



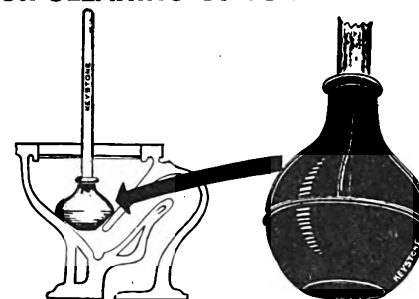
ARMSTRONG-BRAY & CO.

"The Belt Lacing People"

5360 Northwest Highway Chicago, U. S. A.

For complete details use enclosed card—refer to **HT 1559**

RUBBER FORCE CUP CREATES PRESSURE FOR QUICK CLEANING OF TOILETS



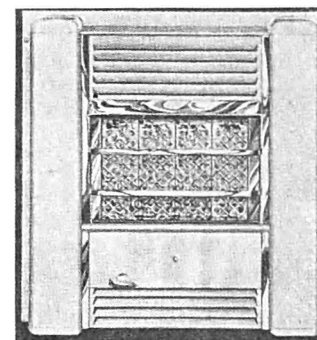
Description: The "Toilet Master," a force cup of rubber, is constructed to fit the contour of the toilet bowl and is heavily reinforced to create a great pressure for the speedy cleaning of obstructed bowls. This product is fully guaranteed by the manufacturers, who state that it operates without splashing.

Suggested Retail Price: \$2.50.

Manufacturer: Keystone Brass and Rubber Company.

For complete details use enclosed card—refer to **HT 1560**

ATTACHED WALL HEATER GIVES HIGH HEATING EFFICIENCY



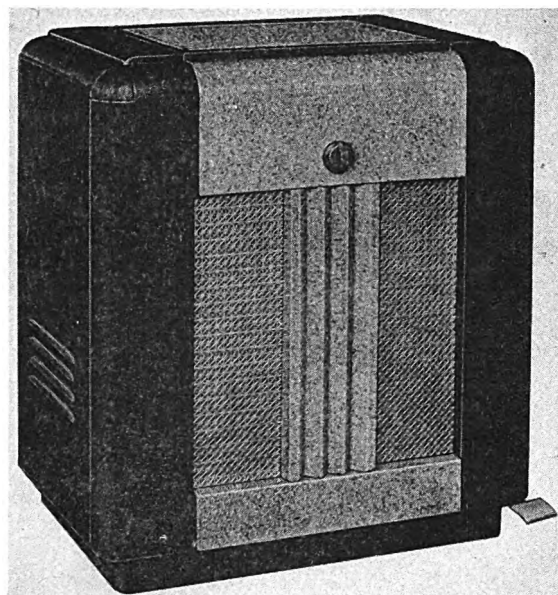
Sales Features: The Andrews Wall Heater, available in three sizes, attaches to the finished wall without any cutting of plaster, has a high heating efficiency through use of a double-combustion burner completely eliminating gas odors and monoxides, and supplies circulating heat that draws cold air from the floor through two circulation compartments back of cast iron fire-box. The wall heater is obtainable in white, ivory, and brass bronze finishes.

List Prices: Model No. 84 is \$16.50.

Manufacturer: Andrews Heater Company.

For complete details use enclosed card—refer to **HT 1561**

The Best Merchandising Value of the Year . . .



Ashley

ASHLEY AUTOMATIC DOWNDRAFT
WOOD BURNING HEATER

BURNS WOOD

Here's a brand new, streamlined, revolutionary product that you can sell. It's the new super deluxe ASHLEY downdraft wood-burning circulating heater.

Here are some of its features: beautiful porcelain enameled two-tone walnut cabinet patented downdraft thermostatically controlled ASHLEY system fuel savings of from 50 to 75%, according to users burns 24 hours a day heat deflectors effecting proper circulation foot pedal assembly permitting instantaneous opening and closing of stove and cabinet doors calibrated dial for setting thermostat at desired temperatures and many others.

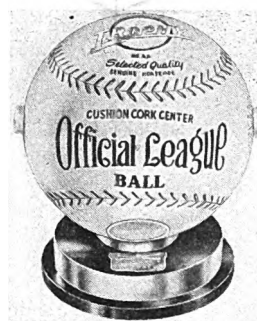
Yes! Here, without question, modern engineering has given us the outstanding wood-burning stove of all time. And certainly it is a product that you can sell!

Be the first in your community to feature it. Write for full details today.

ASHLEY AUTOMATIC WOOD
STOVE COMPANY
COLUMBIA • SOUTH CAROLINA

For complete details use enclosed card—refer to HT 1563

BASEBALL RADIO SLATED TO BE HIT AMONG LEAGUE FANS



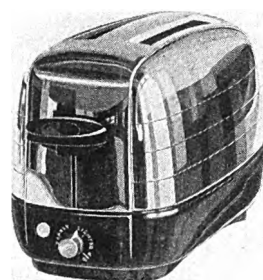
Sales Features: Baseball fans will want to own the new baseball radio with its 8" replica of a baseball on a bakelite base. The radio and dynamic speaker are enclosed inside the baseball. A five tube superheterodyne with a built-in aerial, the model operates on either A. C. or D. C. current.

List Price: \$29.95.

Manufacturer: D. A. Pachter Co.

For complete details use enclosed card—refer to HT 1564

DIAL-CONTROLLED TOASTER BROWNS TWO SLICES SEPARATELY

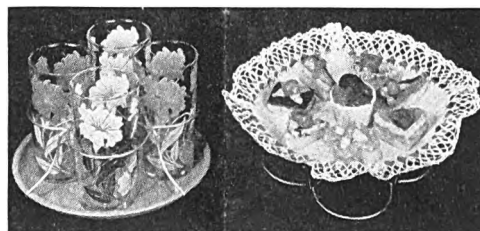


Sales Features: The new Toaster-with-the-Tester is not only dial-controlled to pop up the toast when ready, but by lifting the handle, one slice may be removed without disturbing the toasting of the other. Other features are the flashing monitor light indicating when current is on and off, and a low wattage element which keeps current costs down.

Manufacturer: Manning, Bowman & Co.

For complete details use enclosed card—refer to HT 1565

TRAY MAY BE CONVERTED INTO ELEVATED SNACK DISH



Sales Features: Its double purpose is the unique advantage of the Tray Set with the detachable wire which may be used to carry four glasses or as an hors d'oeuvres plate. The tray is non-dripping, boasting a basin to catch overflowing water, may be obtained in a variety of five colors, and is a half-inch deep. The wire compartment keeps glasses from toppling.

Suggested Retail Price: With glasses, 75c.

Manufacturer: M. Cooper.

For complete details use enclosed card—refer to HT 1566

FOLDING CHARCOAL GRILL MAY ALSO BE USED AS CONTAINER



Sales Features: Outstanding among the distinctive features claimed for this Camp and Picnic Grill is ample space in body for fuel or food supplies; sturdy shelves and windshield, rigid tubular folding legs which bring cooking surface to convenient height; a removable ash pan, and a corrugated fire grate supplying a draft. For roadside supper, a woods picnic, or at home, the charcoal grill folds to neat compactness, 10" x 18" x 6 1/2".

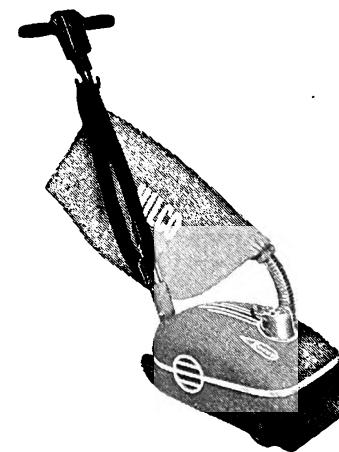
Description: Cooking surface is 9" x 18" and height when set up, 16".

Suggested Retail Price: \$3.00.

Manufacturer: Eclipse Metal Manufacturing Company.

For complete details use enclosed card—refer to HT 1567

DUSTLESS FLOOR SANDER EASY TO OPERATE



Prospects: Hardware, paint and lumber dealers who rent them to householders, painters and carpenters.

Sales Features: The Handy Sandy Streamliner is a rental floor sander featuring simplicity of design for unusual ease of operation and low upkeep, according to the manufacturer. It has the patented Hilco vise drum to eliminate all tedious adjustments in changing sandpaper; an underslung chassis, causing the machine to hug the floor for smooth sanding service; ample power, and a separate dust collector motor for dustless operation.

Dealer Helps: Dealers are supplied with counter display card, set of three window streamers, newspaper mats illustrating machine, a set of display and classified advertising, assorted mailing cards, hand bills, rental decalcomania transfer for front door glass or display window, and rental records as a time saver in accounting for rental and supplies sold.

Dealer's Price: \$149.50.

Manufacturer: The Hilger Company.

For complete details use enclosed card—refer to HT 1568

Defense Spotlights Importance of . . **A-P Control** **DEPENDABILITY**



Service-Free **DEPENDABILITY** of A-P Oil Controls is more important today than ever before in Appliance selling . . . One reason—Retailers' skilled service men are switching to defense work.

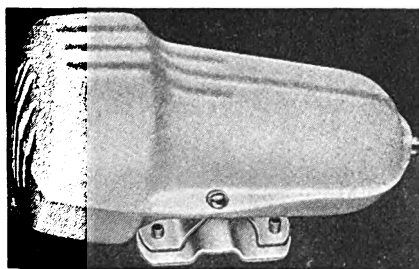
So, Retailers are careful to see that their Appliance Lines use A-P Controls. It frees them from excessive service needs, provides many other benefits. For Details, write for the new "A-P Album of Heater Selling."

AUTOMATIC PRODUCTS COMPANY
2434 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN



For details use enclosed card—refer to **HT 1569**

PLASTIC BICYCLE HORN USES SINGLE FLASHLIGHT BATTERY



Sales Features: This single-shell horn unit requires only one standard flashlight battery. The company reports tests revealing that the battery will last the average user 90 days or more. The cycle horn has a tenite moulded plastic shell which withstands shock and temperature changes. It is available in dual color combinations of red and white, blue and white, and green and white.

Package and Shipping Weight: Standard shipping carton contains a dozen horns. Each horn is packed in a waterproof two-color display box. Shipping weight is approximately 9 lbs. per dozen.

Suggested Retail Price: 98c.

Manufacturer: G-L Products Co.

For details use enclosed card—refer to

Merchandise

HAMPER

A new hamper resisting water and mildew has a laundry bag that can be pulled out and sent to the laundry. The user can extricate the bag without touching the soiled clothes. The outside cover fitting over a rustproof wire frame, also is removable for washing. It can be matched with the color scheme of the bathroom. Hydrotex Corporation.

For complete details use card—refer to **HT 1571**

AUTOMATIC TOOL SHARPENER

With the aid of a farm tool sharpener which grinds cutting edges of mower sickles with a bevel and angle comparable to factory practice, farmers may save the expense of having this work done elsewhere. Guides aid in placing the sickle in the slides, and a simple gauge locates it for grinding. The sharpener can be fastened on a bench, a mower wheel or on a wall. When an attachment is employed, disks for harrows, cultivators and plows may be ground. Borst Company.

For complete details use card—refer to **HT 1572**

FLUORESCENT FIXTURE

A fluorescent fixture for both household and commercial use has been designed to hide the lamp bulbs entirely from view and furnish a glareless, cool, and evenly-distributed light. This feature is termed the new DuPont "Plastacele" diffusing shield. Available in ivory, white enamel and English bronze finishes, the model uses two 20-watt, 24" T-12 fluorescent bulbs, is completely wired and ready to hang. Mitchell Manufacturing Company.

For complete details use card—refer to **HT 1573**

HAIR CURLER

A plastic button that remains cool, a removable plug leaving the iron free of the cord, and a large natural maple handle offering a comfortable grip are features of an electric hair curler that is a new-comer in the appliance field. A swivel plug cord eliminates kinking and twisting of the cord. List price for this new product is \$2.95. Another electric hair curler being announced by the same company retails at \$1.50. Knapp-Monarch Company.

For complete details use card—refer to **HT 1574**

AUTOMATIC RADIO

Enjoying great popularity, according to reports, is the Tom Thumb Personal, a camera type portable radio with a battery recharger. The set retails for \$24.95, operates either on self-contained batteries or on AC-DC electric current. It has a switch which changes the set from battery to electric current as well as turns on the recharger once the set is plugged into a wall socket. Automatic Radio Manufacturing Company.

For complete details use card—refer to **HT 1575**

EDUCATIONAL TOYS

Recreation and education are combined results of play with a new set of Play "N" Progress wooden toys, created by a noted technologist. Outstanding members of the collection include a set of mosaic blocks and a cart which can be converted into a table and two small benches. DWF Manufacturing Company.

For complete details use card—refer to **HT 1576**

AIR CONDITIONER

An air-conditioning system rolled into one unit now is being introduced to the hardware field. The unit cools and dehumidifies air in summer, filters and circulates air throughout the year, and has optional equipment for heating and humidification of air in winter. Finger-tip dial selection of air temperature is maintained by thermostatic control at selected temperature. Carbondale Division of the Worthington Pump and Machinery Corporation.

For complete details use card—refer to **HT 1577**

EXERCISER AND REDUCER

Recently announced is the Health Exerciser and Reducer for men, women, boys and girls. Made of a metal ring and handles, it is equipped with cadmium-plated Universal joint swivel and hook. The leather bag fastened to the center of the ring has a latigo leather hanger and a rubber valve bladder. The set sells for \$7. Hutchinson Brothers Leather Company.

For complete details use card—refer to **HT 1578**

KANGAROO GOLF

Golf principles form the basis for Kangaroo Golf, new innovation in the field of games. Nine numbered discs, two bats, 9 hexagonal wooden enclosures for holes, a block of wood for the tee, a blue starting disc, and four kangaroos (balls), form the equipment for the game. Kangaroo Golf Club of America.

For complete details use card—refer to **HT 1579**

NOSE CLIP

That swimming enthusiasts with sinus or ear troubles might go near the water, a physician designed a rubberized nose arch that fits unobtrusively around the nostrils. Weighing less than an ounce, the clip is said to teach correct mouth breathing to swimmers. The item retails for 50c. Health-O-Swim Nose Clip Company, Inc.

For complete details use card—refer to **HT 1580**

HOBBY TOOL

Home Craftsmen, Hobbyists, pattern makers and work shop staffs probably will welcome the arrival of the Bandsander, new type of tool, to the hobby field. This tool may be adjusted to carve, shape, sand and polish, and is used on wood, plastic and metals. Mead Specialties Company.

For complete details use card—refer to **HT 1581**

PASTING BOOKS

Designed to appeal to very young children, four Paste 'em Books are now being distributed in boxes with colored, varnished tops. Each book contains four gummed pages in full color and four outline background pages. Samuel Gabriel Sons and Company.

For complete details use card—refer to **HT 1582**

FLASHLIGHTS

Plastic Eye Flashlights, available in a wide range of bright colors, have unbreakable lens. Their non-conductive cases make them especially appropriate for use in shock-rendering work. Gift Moulding Corporation.

For complete details use card—refer to **HT 1583**

- ✓ Handsome **MILCOR** Blue finish that your customers "go for"
- ✓ Exclusive **MILCOR** construction that assures quick, sturdy assembly

— those are features of
LOCK JOINT Stove Pipe
that speed up sales and profits



Write today for Milcor Furnace Pipe and Fittings Catalog giving details on the complete, popular Milcor heating line. Use it in ordering from your jobber.

H-30A

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

For details use enclosed card—refer to **HT 1584**

WIRE ROPE CLAMP IS EASY TO ASSEMBLE, SAFE TO OPERATE



Sales Features: In a series of tests made with the strongest wire ropes on the market, a statement from the manufacturer reveals, Safe-Line clamp has demonstrated its ability to maintain its grip beyond the breaking strength of the wire rope itself. It is claimed that this wire rope clamp is economical in cost, can be assembled by anyone, is quick and easy to apply in a single operation, can be set up in field or shop without any special tools; automatically exerts a uniform grip; and that its streamline shape eliminates fouling. The clamp encloses the rope ends.

Manufacturer: National Production Company.

For details use enclosed card—refer to **HT 1585**

Speedway GRINDER 695

DRILL KIT \$1795

DRILL \$995

ROUTER FRAME \$445

BENCH GRINDER \$985

SPEEDWAY

Even stores that never sold tools are selling these fast moving Speed-Way home tools in volume—to home craftsmen, model builders, handy men, arts and craft workers and even housewives. No. 69 (1000 R.P.M.) Drill has 1/2" capacity in steel. Powerful No. 120 Hand Grinder operates at 20,000 R.P.M.—Sold individually or together in Steel Display Kit (No. 250).

with 5 accessories. Combination stand takes either drill or grinder while Frame converts grinder into an efficient router.

The No. 119 Bench Grinder comes complete with motor, 2 wheels, adjustable rests, carrying handle and rubber feet. Ideal for work bench, garage or kitchen.

ROUTER FRAME \$445

BENCH GRINDER \$985

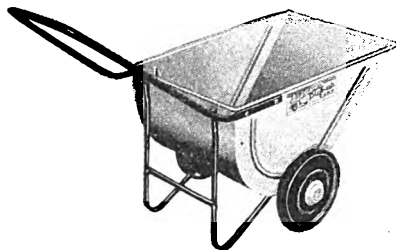
ASK ABOUT OUR SPECIAL

Demonstrator Kit. (1 to a store.) No. 69 Drill chained to a display case that contains wood and iron blocks in which customers can drill holes. It's a "test before you buy" demonstrator that closes sales.

SPEEDWAY MFG. COMPANY
1882 So. 52nd Ave. Cicero, Ill.

For details use enclosed card—refer to **HT 1586**

PICK-UP CART REDESIGNED FOR INCREASED SALES APPEAL



Sales Features: For increased sales appeal, the pick-up cart illustrated above has been redesigned. A new one-piece tubular steel handle which bolts securely to the body of the cart is claimed to be sturdy enough to survive any wrench or strain. The manufacturers also state that deep die-formed flutes pressed into the cart's body, and new beaded steel disc wheels, give the entire product a new rigidity and resistance to weight or shock. New color scheme of the product is orange and black. The cart's hopper-shaped main section has 2 3/4 cubic feet capacity and carries a heavy load without throwing the weight on the arm of the user. When tilted forward, the lip of the hopper lies flat on ground for easy loading of heavy objects.

Manufacturer: Milcor Steel Company.

For details use enclosed card—refer to **HT 1587**

DEALER Helps

REELS AND FLY BOXES

"Doubles Your Fishing Pleasure," a pamphlet describing construction of a free-stripping automatic reel, and containing fishermen's opinion of this product, now is offered to hardware dealers. Two circulars illustrated by metal fly box pictures relate descriptions of these items and include a word picture of the reel. Perrine Mfg. Co.

For complete details use card—refer to **HT 1588**

METAL CUTTING HAND-BOOK

A new book of metal cutting ideas has been prepared for persons who desire useful suggestions and hints for proper selection and use of hand and power hack saw blades and flexible back hand saws. Twenty pages in length, the book is illustrated throughout with tables, diagrammatical cutting drawings and actual performance photographs. Victor Saw Works, Inc.

For complete details use card—refer to **HT 1589**

FLUORESCENT FIXTURES

Pocket Catalog No. 240 contains 20 pages illustrating the entire line of Mitchell commercial and industrial lighting fixtures. Mitchell Mfg. Co.

For complete details use card—refer to **HT 1590**

ALL-PURPOSE CEMENT

Uses of an all-purpose cement differing from every other cement because it expands as it sets, are cited in a circular for retailers. Directions for using X-Pandotite also are given. X-Pando Corp.

For complete details use card—refer to **HT 1591**

PLANT POWDERS

Two powders for plants—"Transplantone" to strengthen roots, and "Rootone" to stimulate seeds and bulbs—are the theme of the most recent booklets published by this company for dealers. American Chemical Paint Co.

For complete details use card—refer to **HT 1592**

CLOCKS

Described in a green and white dealers' broad-side are: a circular to be used as a stuffer in statements, a folder for mailing, another for counter distribution, a colorful lithographed "Father Telechron" counter or window display card, and a kitchen clock display. Warren Telechron Co.

For complete details use card—refer to **HT 1593**

KITCHEN AIDS

"New Ways to Make Kitchen Tasks Easier" is the subject of a new booklet portraying a de luxe can opener; the Dazey "Sharpt" to sharpen knives or scissors, and a plastic fruit juicer. Dazey Churn Manufacturing Co.

For complete details use card—refer to **HT 1594**

LIBRARY OF COLORS

"Library of Colors," a 150-page Devoe publication, enables patrons to see what colors are going to look like in a room. Pages of this book measure 9" x 15". This recent development is available to dealers. Devoe & Reynolds Co., Inc.

For complete details use card—refer to **HT 1595**

New LITERATURE

ELECTRIC FANS

The cooler fan is the subject of a new folder for the consumer which now is being offered to retailers. Illustrations of a number of installations with and without a plenum chamber (suction box) portray the central cooling system in operation. Emerson Electric Manufacturing Co.

For complete details use card—refer to **HT 1596**

FLUORESCENT LIGHTING

In literature just released, a new line of continuous fluorescent lighting units, designed to provide efficient light rays for industrial operations, are described. Hygrade Sylvania Corp.

For complete details use card—refer to **HT 1597**

DOOR HOLDERS, LOCKS

"Clamps, Door Controls and Locks" is the file classification of a folder catalog recently released. Catalog No. 541 contains descriptions, specifications and illustrations of these products. Grand Specialties Co.

For complete details use card—refer to **HT 1598**

INSULATING MATERIALS

Newcomer to the trade literature field is a 60-page catalog about insulating materials. Appliance and Merchandising Dept., General Electric Company.

For complete details use card—refer to **HT 1599**

GLUE

Important facts about iron blue as well as various sizes of bottles and cans, their prices per dozen, and weights are listed in a recent catalog. The McCormick Sales Co.

For complete details use card—refer to **HT 1600**

PRECISION LATHES

Nine-inch precision lathes, South Bend models A, B, and C, comprise the main theme of a new catalog. Two new models of the 9" precision tool room lathe are described in the 56-page book as well as the 26 other types making up the balance of the 9" line. South Bend Lathe Works.

For complete details use card—refer to **HT 1601**

LUBRICATING SYSTEM

Features of a new progressive lubricating system—centralized to permit high pressure grease lubrication to any number of bearings on a given piece of industrial equipment—are described in a newly-published booklet. Alemite Div., Stewart-Warner Corp.

For complete details use card—refer to **HT 1602**

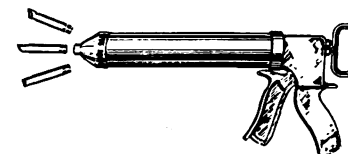
OUTING EQUIPMENT

A wide assortment of outdoor equipment including knives, compasses, axes, guns, and other items are listed in an outing equipment catalog. Marble Arms & Manufacturing Co.

For complete details use card—refer to **HT 1603**

ROSE

Automatic Caulking Gun



Tremendous pressure—very easy—very fast! Handy pistol-grip. Flow stops automatically the instant trigger is released—exclusive feature. Plunger rod handle has 3-finger grip—usable as hanger. Built for hard usage. Complete with 3 nozzles. Four sizes. Model 810 comes with adapters for cartridge use without extra charge.

**ORDER FROM YOUR
JOBBER—OR WRITE**

FRANK ROSE MFG. CO.
Dept. T-8 Hastings, Nebr.

For details use enclosed card—refer to **HT 1604**

PLUGS ELIMINATE BARE WIRE, ARE SAFE FOR PUBLIC USE



Sales Features: Since bare wire has been eliminated, Handy plugs are very safe for public use. Of two-piece bakelite construction, this plug requires no tools for assembly, contains no frayed wires nor loose connections, and will not cause a short circuit.

Available in brown and ivory, the plugs are simple to install and are guaranteed for one year's service. A method of connecting flexible wire without stripping the insulation is employed when using these plugs. Wires are separated and ends inserted in holes; then wire is laid over teeth and cap screwed on tight.

Manufacturer: Waterbury Button Co.
For details use enclosed card—refer to **HT 1605**

THE "PICK" OF THE FIELD BARRETT BANNER PUMP

With Extraordinary Features

Rigid outlet spout with $\frac{3}{4}$ " hose thread connection, equipped with telescopic steel suction pipe.

Pump cylinder of steel . . . one-piece construction . . . nothing to get out of order.

Rigid one-piece cast handle equipped with locking device.

Heavy non-corroding brass piston ring and ball check valve. Simplicity of parts affords lasting, trouble-free service.

Easy in operation—priming is unnecessary, delivers approximately one pint per stroke and up to eight gallons per minute.

The Banner, equipped with telescopic steel suction pipe is for use on bung openings of $1\frac{1}{2}$ " and 2". If required for use on a $\frac{3}{4}$ " bung opening, specify a flexible suction tube. Size of bung attachment should be specified when ordering.

**Produces Definite Savings in Time—
Effort—Liquid**

Write For Descriptive Folder

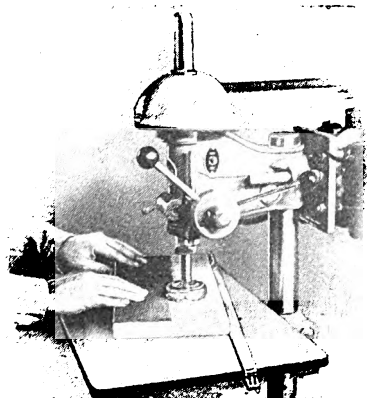
THE CLEVELAND BRASS MFG. CO.

4679 Hamilton Ave.

Cleveland, Ohio

For details use enclosed card—refer to **HT 1606**

STEEL-TOP WORK TABLE WILL FIT ANY TYPE OF DRILL PRESS



Description: This new steel top auxiliary work table, designed to fit any type of drill press, is extremely useful for a number of operations to be executed with the company's rotary wood planer. The table is $\frac{3}{4}$ " thick, 20" long, and 15" wide, provides a 300-square inch work surface and has a special 20 gauge steel top inseparably fastened to a plywood base. It comes equipped with anchor bolts and threaded bushings. Included with the table is a cadmium-plated pivoting steel fence which has a high speed hand clamp. The latter item is un-

excelled for accurate planing, paneling, rabbeting, routing and tenoning, states the manufacturer. The table can be utilized in connection with any standard shaper fence.

Price: The table, which weighs 7 pounds, is priced at \$4.95.

Manufacturer: Barron Tool Company.

For details use enclosed card—refer to **HT 1607**

REFLECTING HOUSE NUMBERS ILLUMINATE AT NIGHT

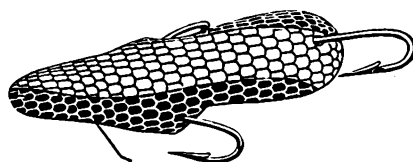


Description: As shown here, each reflecting house number is supported in a metal frame designed to interlock with any other numeral to form a series of any length. One screw at either end fastens the assembled number securely to the house. The reflector type of number becomes illuminated at night from either direct or indirect rays of light from street, automobile lights or flashlights. Due to the interchangeability of this type of house number, the dealer's problem of carrying an adequate stock is simplified.

Manufacturer: Western Cataphote Co.

For details use enclosed card—refer to **HT 1608**

BAIT FEATURES DISTRIBUTION OF SINGLE HOOKS



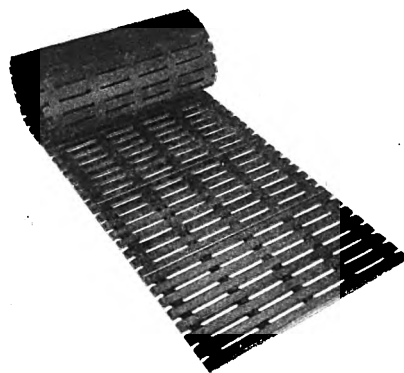
Sales Features: Proved by tests to be a "sure hooker" for bass, pike, muskie, Mackinaw or lake trout, according to the manufacturer, the new winged Dardevle bait has a distribution of single hooks. When being operated, the bait was discovered to take as many fish with the side hooks as with the tail hook. It is said to be practically weedless.

Prices: One-ounce weight sells for \$1; $\frac{3}{5}$ -ounce weight tagged winged Dardevle 90c; $\frac{2}{5}$ -ounce weight, known as the winged Dardevle's imp for 80c; and the two-ounce weight, called the winged huskie Devle, for \$1.25.

Manufacturer: Lou J. Eppinger, Inc.

For details use enclosed card—refer to **HT 1609**

SAFETY MATTING REMOVES SLIPPING DANGER



Prospective Uses: Bakery shops, creameries, laundries, shower baths, refrigerator floors, soda fountains, counters, oyster bars, dishwashing establishments, meat markets, woodworking shop floors, twine factories, ramps, floors of trucks, gang planks, engine room walk-ways.

Description: This counter-tred safety matting formed of 80 per cent cotton cord and bound together with rubber compounds, is approximately $\frac{3}{8}$ " thick; 2 feet wide and may be obtained in any length in one-foot sections vulcanized together. It is available in black, gray or white.

Sales Features: Easily cleaned and handled, the matting is said to give long wear, provide a non-skid walking surface, promote sanitation, adhere to the floor perfectly, reduce breakage, give maximum comfort to the user and keep feet dry and free from moisture. Its ridged bottom affords aeration and drainage.

Suggested Retail Price: Gro-cord Type A is sold at \$2.17 per section; all black rubber, Type B, at \$1.69 per section.

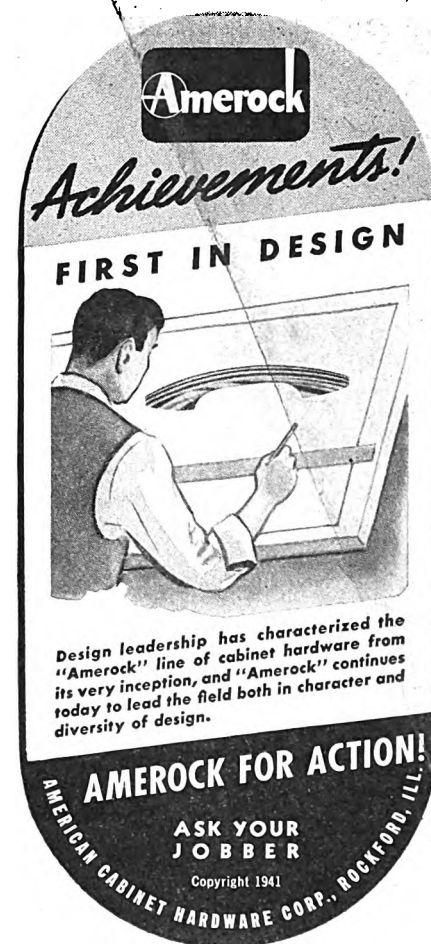
Manufacturer: American Mat Corp.

For details use enclosed card—refer to **HT 1610**

QUESTION AND ANSWER DISPLAYS DESCRIBE OIL BURNING HEATERS



Dealer Helps: Capturing the interest theme of a quiz program, the cut-out display, portrayed above, invites patrons to ask questions which are answered in an



For details use enclosed card—refer to **HT 1611**

accompanying demonstration chart. The latter cross-sectional chart measures 28" x 42", and is designed for hanging on the wall of dealers' heater departments. Among other free materials to further the sales of Superfex oil burning heaters are a booklet, a folder for counter use or enclosures in letters, "Handy Dan" window poster and newspaper advertisements, movie slides, a heater catalog and price cards.

Manufacturer: Perfection Stove Company.

For details use enclosed card—refer to **HT 1612**

GAY BASKET BRINGS DINING LUXURY TO PICNIC GROUNDS

Description: A boon to picnic fun, the Picnic-Master, a basket for picnic-camping goods departments, is jade green and has fittings in fiesta colors of green, red, yellow and orange. Fittings include four beetleware plates, cups, fruit dishes four catalin-handled dinner knives, forks and spoons; a beetleware salt and pepper set; a can opener and a paring knife.

Manufacturer: Burlington Basket Company.

For details use enclosed card—refer to **HT 1613**

TWO COUNTER DISPLAYS ACCOMPANY DEAL OF INSECT-REPELLENT LAMPS



Prospective Use: Homes, porches, gardens, roadside stands, pavillions or swimming pools, industrial plants, or restaurants.

Description: Insect-repellent lamps are manufactured in sizes ranging from six to 1500 watts. A special coating of silicate glass serves to filter the rays which ordinarily attract insects.

Dealer Helps: A ready-packed deal of 30 assorted lamps, with two counter displays, one of which is animated; and a supply of descriptive folders is available for the retailer.

Prices: Prices begin at 25c for a 60-watt size.

Manufacturer: Save Electric Corporation.

For complete details use enclosed card—refer to **HT 1614**

SNACK CART ADDS INTEREST TO COUNTER OR WINDOW DISPLAYS



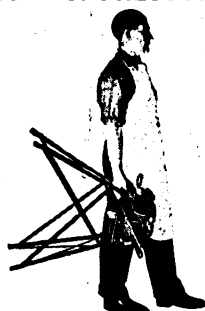
Dealer Helps: The Toastmaster "Snack Cart," shown above, to be delivered at \$6 to retailers assembled and ready to place on counters or in windows, provides a novel background for merchandise. Displayed in the illustration is a new "Toast 'n Jam Set," designed for the small family and equipped with a new Toastmaster, a walnut tray and colorful Franciscan ware jam jars and plate.

Advertising campaigns in both national magazines and in newspapers now is being conducted by this manufacturer.

Manufacturer: McGraw Electric Company.

For complete details use enclosed card—refer to **HT 1615**

PORTABLE BELT LACER GENERATES 30,000 LBS. PRESSURE



Prospects: Machine shops, farms, and all places where power transmission belts are used.

Sales Features: Of revolutionary design, this Portable Belt Lacer is said to generate pressure of more than 30,000 pounds, a feat which the manufacturer claims has never before been accomplished by any other portable lacer.

It is also stated by the company that this new lacer produces a straight line of well rounded loops which makes possible the use of a larger size connecting pin; each loop making perfect contact with the connecting pin and thus distributing the pulling strain equally on every hook in the joint. Where portability is required, this new Clipper Lacer, known as the No. 9 Portable, can easily be carried to the belt.

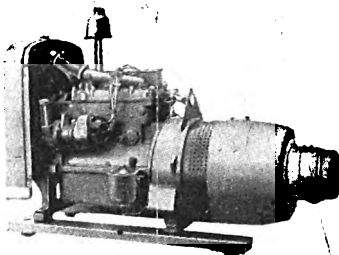
The advantage of easily generating high pressure is that it permits embedding the belt hooks flush with the surface of the belt and clinching the points. The clinching of the points combined with the scientific jaw action which "sets" the hooks in a closed position so that the natural tendency to spring back is eliminated, gives the hooks maximum pulling ability over a long period of time. The solid faced, super-hard jaws assure the perfect clinching of every hook point.

Suggested Retail Price: \$45.

Manufacturer: Clipper Belt Lacer Company.

For complete details use enclosed card—refer to **HT 1616**

TRIO OF LOW-SPEED ELECTRIC LIGHTING PLANTS INTRODUCED

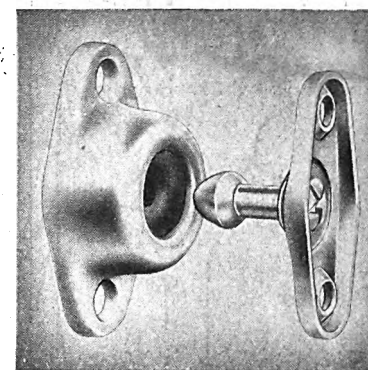


Description: Three new, low-speed 1200 r.p.m. models—a 5,000 watt size, illustrated above, and a 7,500 and 10,000 watt machine—have been added to the line of Katolight Plants. Available with either two or three wire service or three phase at 60 cycles. Generators are of the revolving armature type. The complete engine and generator assembly is mounted on rubber. Plant used for portable truck or moving vehicles can be anchored with restricting action of rubber mountings. The 5,000-watt size can be furnished with full automatic control, the larger size with remote control. Unit is powered with a LeRoI 18.5 h. p. four cylinder, four cycle, watercooled engine.

Manufacturer: Kato Engineering Company.

For complete details use enclosed card—refer to **HT 1617**

WALL AND FLOOR DOOR HOLDERS OPERATE WITHOUT A SOUND



Prospects: Homes, offices, hospitals and other institutions.

Description: This new door holder consists of a metal plunger and a rubber insert encased in a metal socket. Each part is held firmly in place by two screws. It is claimed that oiling, adjustments and other servicing should not be necessary after the installation is made. Besides the straight plunger for wall installations, illustrated above, another type with a goose-neck is available for floor installations. Rubber-encased metal socket may be used for both plungers. Silent door holders are supplied in both chrome-plated and zinc-plated finishes.

Manufacturer: The Bassick Company.

For complete details use enclosed card—refer to **HT 1618**

GUN GREASE MANUFACTURERS ANNOUNCE NEW SALES HELPS



Dealer Helps: Manufacturers of Rig rust inhibiting gun grease have recently re-designed their complete set-up of dealer sales helps. A quantity of their attractive new color folders suitable for customer distribution is now packed in every carton of Rig. The counter display carton merchandising the 25c tubes has also been re-designed, and now carries an appeal for gun and cartridge customers to try Rig. They also have designed a minimum space counter card in which the 50c size Rig can is inserted. The card carries several testimonials by leading gun authorities. Size of tube has also been increased giving the customer more Rig for 25c.

Manufacturer: Rust Inhibiting Products.

For complete details use enclosed card—refer to **HT 1619**

TWO-PLATE COOKING UNIT HAS HEAT-RESISTING FOOD JARS

Description: Paragon Kounter Kitchen measuring 10 by 20 inches consists of a two-plate, three-heat cooking unit, with a synthetic baked enamel finish. It is equipped with a drawer basket enamel for keeping buns warm and heat-resisting glass food jars.

Manufacturer: Associated Manufacturers of America.

For complete details use enclosed card—refer to **HT 1620**

HARDWARE Today

SEP 26 '41

SCANNING THE FIELD *for Ideas*

BOND OF GOOD WILL

New mailing stunt enacted by a retailer in the Middle West consists of a publicity release resembling a bond and reading: "This stationery is our way of dramatizing the bond of faith we hope exists between you and our store." This eye-catching bond has proved to be an excellent good-will builder.

"HORRIBLE HOUSE- WARES" SALE PAYS

That humor pays when applied to sales was demonstrated with amazing success recently in a housewares sales inaugurated by a dealer in Lincoln, Neb. This owner whimsically classified his sale as a "cat and dog days" summer clearance. Some listings under "Horrible Housewares" were: "Butcher knives... 'butcher' can't find any better than these 60-cent knives, now for... 39 cents,"; "Chair cushions... were 59 cents. Our buyer must have been cushion-crazy. We've got enough to 'cushion' the town... 35 cents,"; and "Hostess trays, were \$1.98 each! We've played 'host-ess' to these too long. They're yours for only... \$1."

SPECIALTY SELLING

Every morning a Western hardware dealer hands each of his salespeople a slip on which are written several items which the salesperson is required to mention to every customer he serves during the day. Each salesperson has different items, so the danger of repetition is avoided.

PROOF IS IN THE PIE

The old proverb, "seeing is believing" still works, according to an Eastern hardware executive, who is convinced that his store's cooking school has had a marked effect on the store's sale of stoves, hot plates and other electrical appliances. "We demonstrate how good roasts, cakes and candies are concocted through the use of modern improvements in stoves," he ascertains.

(Continued on page 10)

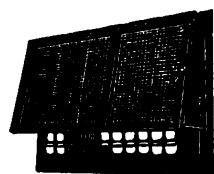


An assortment of 1941 toys, like the group in the photograph, already have been ordered by many alert hardware dealers who now are shaping plans for the Christmas season. The little Miss, shown at right, seems very content with this forecast of Santa's December 25th delivery. (Photo courtesy Merchandise Mart News Bureau, Chicago.)

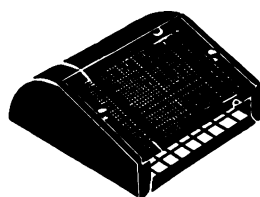
SEPTEMBER
1941
Vol. 2 No. 9

Advertisement

SHIELDS AND FILTERS IDEAL FOR HOMES WITH HOT AIR HEATING



WALL TYPE No. 69



FLOOR TYPE No. 99

Sales Features: "McCabe's Clean Air Filters and Shields" ideal for homes with hot air heating. Can be installed without removing register . . . Replaceable filters . . . Easily cleaned by brushing or vacuum cleaner . . . Catches grime, dirt and soot. The average sale is over 6 units . . . Available in two types. Color: Black, Walnut-Grain and Ivory.

Dealer Helps: Two-color easel display units. Newspaper mats and cuts. Cooperative Dealers Sales Plan.

Package and Shipping Weights: Packed one dozen to the carton. Wall type No. 69, per carton, 12 lbs. Floor type, No. 99, per carton, 30 lbs.

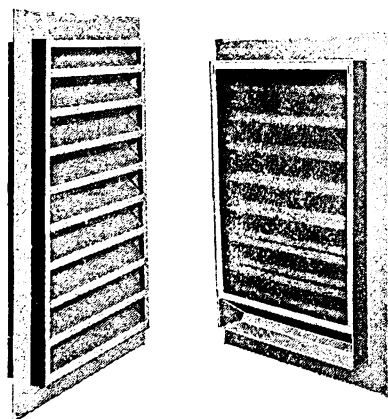
Suggested Retail Price: Wall type, No. 69, 89c. Floor type, No. 99, \$1.49.

Manufacturer: Swing-A-Way Steel Products, Inc., 1439 Merchandise Mart, Chicago, Ill.

Advertisement

For complete details use enclosed card—refer to **HT 1621**

FIRST MODEL'S SUCCESS INSPIRES CREATION OF NEW VENTILATOR LINE



Description: Inspired by the success of its all-steel ventilator, The Milcor Company has just created a complete line of Louvre ventilators. Included in this array is a No. 100 series of self-casing ventilators for masonry or new frame construction, front and rear, shown above; a No. 200 series for masonry walls only; and a No. 300 series to be used with the conventional wood casing for either type of construction.

Each of these ventilators performs the dual function of carrying off summer heat and preventing destructive winter condensation. There are 13 different models in the three series. No. 100 and No. 300 series are furnished in four standard sizes; No. 200 series in five standard sizes.

Manufacturer: The Milcor Steel Company.

For complete details use enclosed card—refer to **HT 1622**

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WE MEAN BUSINESS AT A PROFIT FOR YOU!

PLASTIC WOOD—the wood in cans or tubes that makes 1001 repairs—can mean *extra* business for you! Practically every customer who enters your store is a prospect for PLASTIC WOOD. Mention it to every purchaser of tools, fixtures, paints, brushes, screws, nails, bolts, hinges, casters, locks, drawer pulls. The many uses of PLASTIC WOOD will make many extra sales—and because PLASTIC WOOD is priced RIGHT, every sale will be a PROFITABLE one!

THE A. S. BOYLE COMPANY
DISTRIBUTORS - JERSEY CITY, N. J.

PLASTIC WOOD

For complete details use enclosed card—refer to **HT 1623**

PLASTIC WOOD NATION-WIDE RADIO AND MAGAZINE ADS HELP YOUR SALES

DISPLAY P.W.—THAT HELPS, TOO!

7-TUBE PHONOGRAPH RADIO SAID TO GIVE 9-TUBE PERFORMANCE



Sales Features: One of the 46 models of the preliminary 1942 line of this company, Phonoradio 447 is an automatic combination with a seven-tube superheterodyne chassis, including two double-purpose tubes which are claimed to enable it to give a nine-tube performance. Listed with chief features of the model is a special circuit engineered to reproduce full tonal quality for the phonograph. Automatic record changer will handle twelve 10-inch or ten 12-inch records; any record may be rejected with a control knob or played manually.

Description: Walnut cabinet is 13 in. high, 18½ in. wide, 16½ in. deep.

Manufacturer: Emerson Radio and Phonograph Corp.

For complete details use enclosed card—refer to **HT 1624**

THIS LACQUER GIVES BRIGHT COLOR TO SPORTS, HOUSEHOLD, SHOP ITEMS



Prospective Uses: To coat costume jewelry, golf balls and clubs, light switches, cupboard catches, art novelties, fishing plugs and tackle, tennis racquets, picture frames, trophies, model airplanes, toys, handles and imitation leather.

Sales Features: The utility lacquer, illustrated in an easel display above which is free to dealers, is said to dry quickly, give one-coat protection.

Dealer's Price: \$2.31 for 3 doz. deal consisting of 2 doz. ½ oz. bottles of assorted shades, and 1 doz. 1 oz. bottles of Nu-Glo thinner. Refills of straight colors and thinner are 77c a doz. Assorted 80c doz.

Manufacturer: M. V. C. Laboratories, Inc.

For complete details use enclosed card—refer to **HT 1625**

FLASHLIGHT GIFT PACKAGE DESIGNED FOR CHRISTMAS SALES

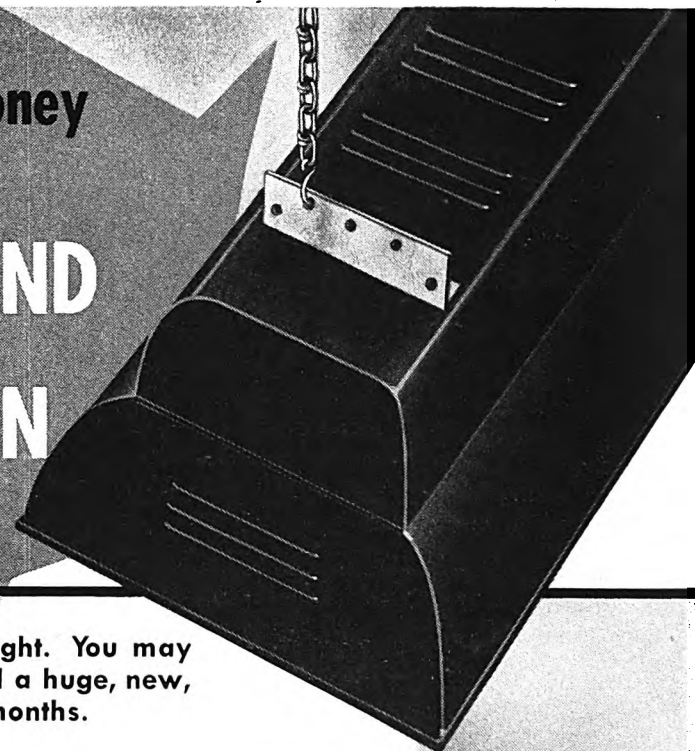


Dealer Helps: Designed for Christmas selling, the gift package shown above also has appeal during the entire year. Packed in the tweed gift box are a "stream-styled" flashlight in maroon and chromium and a matching pocket penlight. A cellophane band that may be removed following the Yuletide season decorates each box. Included with each deal is a full-color Kodachrome counter card which also may be used throughout the other 11 months.

Manufacturer: Burgess Battery Company.

For complete details use enclosed card—refer to **HT 1626**

How You Can Make Money out of this NEW BIG DEMAND FOR AMERICAN CHAIN



You doubtless have heard of Fluorescent light. You may not know that Fluorescent light has produced a huge, new, aggressive demand for chain within a few months.

Fluorescent light created these

sales. As you know, Fluorescent light is the newest, and many people think the best, light for factories, offices, public buildings and stores. Fluorescent light is described as "the closest practical approach yet to real daylight."

Fluorescent lights are selling thousands upon thousands. And every light must have a support—which, in a large percentage of cases, is chain. Already American Chain has been bought in quantity for this service.

Millions of feet are being sold—and the market hasn't been

scratched. Sales of American Chain for Fluorescent lighting fixtures already total millions of feet. The companies manufacturing Fluorescent lamps and fixtures are spending large sums for advertising and sales operations. This demand may have already reached your town. If not, you can be sure that it will very shortly—and—

You can easily make these sales—if you know how.

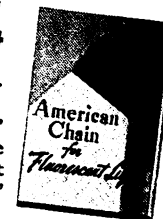
Cash in on the experience of American Chain with Fluorescent lights. Start now. Get the basic facts regarding the light and the best way to apply chains.

Leading manufacturers and users of Fluorescent lighting have agreed on standard types of American Chains as a dependable method of suspension. This is due not only to the reputation and record of American Chains but to the fact that American Chain engineers have cooperated from the outset with the manufacturers of Fluorescent lighting equipment.

American Chain research men have helped to determine the most suitable chains for hanging different weights of lights. They have investigated the chain requirements of factories, offices, stores and public buildings. The information so gathered is now available to American Chain customers without charge.

Write us for this folder—it's FREE—read the short cut to chain profits ➡ ➡

It's called "American Chain For Fluorescent Lights." This folder explains the quick, easy route to the biggest chain profits you've had in years. Don't let anybody else in your city "get the jump on you." Write today—or mail the coupon.



AMERICAN CHAIN DIVISION YORK, PENNSYLVANIA

American Chain Division
American Chain & Cable Company, Inc.
Address "Box T"
York, Pennsylvania

Please send me without obligation complete information regarding the profits I can make selling American Chains for Fluorescent lighting equipment.

Name.....

Address.....

Town.....State.....

AMERICAN CHAIN & CABLE

ESSENTIAL PRODUCTS ... AMERICAN CABLE Wire Rope, TRU-STOP Em
WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting
Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment
READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIG



For complete details use enclosed card—refer to **HT 1627**

FLASHLIGHTS HAVE STEEL CASES, AND PLASTIC SHATTER-PROOF LENS



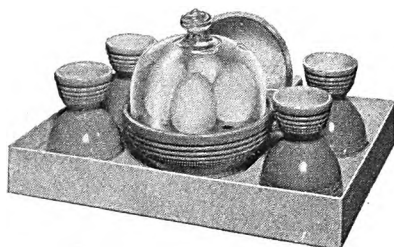
Sales Features: Most prominent merits of the new line of flashlights, exhibited on top, are one-piece heavy steel "batter-proof" cases and clear, plastic "shatter-proof" lens with a side glow feature. Leaders are the Tru-Spot signal light with a red signal rim and a Tru-Spot super light and Tru-Spot flashlight.

Dealer Helps: Easel display holding three cases on each side is supplied with each half dozen cases.

Manufacturer: Edward Katzinger Company.

For complete details use enclosed card—refer to **HT 1628**

ELECTRIC EGG COOKER SET IS COLORFUL GIFT CHOICE



Description: The egg cooker set, shown above, includes an egg cooker with a red porcelain base and glass dome, four double egg cups and a glass poacher, all of which are packaged in a gift carton. Available in green, blue, yellow and red, the egg cups are a gay assortment. The electric egg cooker boils, poaches and steam fries eggs in steam.

Retail Price: Egg cooker set retails at \$5.95. Egg cooker separately sells for \$4.95.

Manufacturer: Hanksraft Co.

For complete details use enclosed card—refer to **HT 1629**

VISUALIZER ON REFRIGERATOR DOOR IS NEW G.E. DEALER HELP



Dealer Helps: When the dial on this 1941 Hotpoint refrigerator door visualizer is spun, the advantages of the storage zone shown by the big pointer is automatically dramatized in the open space above the circle. By means of a special adhesive, this sales aid can be mounted on the door. This sales builder has been made available to retailers through their wholesale distributors at a low cost.

Manufacturer: General Electric Appliance Company, Inc.

For complete details use enclosed card—refer to **HT 1630**

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . . Radios
. . . Stoves . . . Heaters . . . Farm Implements . . . Garden Tools . . . Seed
. . . Janitor Supplies . . . Sporting Goods . . . Toys . . . Wheel Goods . . .
Games . . . Gadgets . . . Gifts and Novelties.



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VOL. 2

No. 9

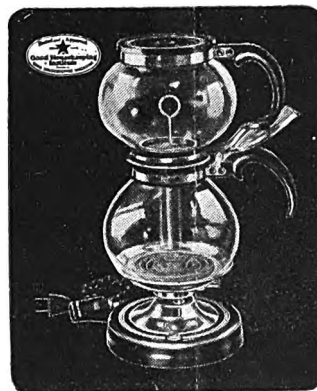
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COFFEE BREWER'S PLASTIC COVER IS ALSO MAT, AND FUNNEL STAND

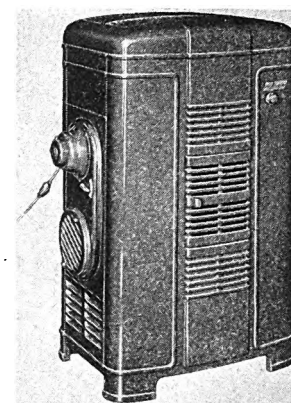


Sales Features: Plastic cover on the current newcomers of the Vaculator glass coffee brewer line may also be used as table mats and funnel stands. Outstanding feature of these articles which have Pyrex glass parts is "Magic-Seal," a non-friction bushing with a double fin that works with the expansion of air to make an airtight seal. Models in this group have a wide mouth for easy pouring and cleaning, a no-drip pouring lip, and a wide funnel tube in the upper glass section for fast filtering and easy cleaning.

Manufacturer: Hill-Shaw Company.

For complete details use enclosed card—refer to **HT 1631**

FUEL OIL HEATERS FEATURE COMPLETE FLAME CONTROL



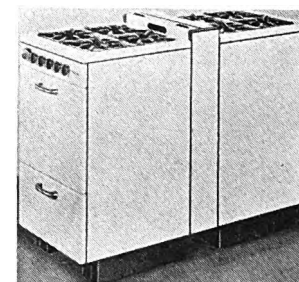
Sales Features: The Duo-Therm Royal circulating heater, shown above, is equipped with the improved dual chamber burner with complete flame control which is claimed to conserve oil. The heater may be obtained with or without the streamlined, adjustable power-air unit providing heat circulation in winter and cool air in summer. The "Radiant" circulator was recently added to this line of fuel oil heaters.

Dealer Helps: Besides wide advertising in national magazines, a promotion program has been designed for dealers featuring sales folders, mailing enclosures, broadsides, window and floor displays, window banners, and a sound slide film for both sales training and consumer showings.

Manufacturer: Duo-Therm Div., Motor Wheel Corp.

For complete details use enclosed card—refer to **HT 1632**

DUAL UNIT GAS RANGES SAVE TIME, SPACE; SIMPLIFY COOKING



Description: Designed for school use, the Dual Unit Magic Chef gas range may be obtained in two sizes. In these models, two ranges are combined into one space-saving unit by means of ventilator backs and two easily removable side panels. No flue connections are necessary, and one gas pipe serves both ranges. All pipes, bolts, clips, screws and valves are concealed. A Magic Chef Lifetime guarantee against burning out or otherwise deteriorating during possession by original purchaser is issued for burners. Ovens are equipped with a Red Wheel heat regulator to deliver exact heat for any baking or roasting operation and save gas, according to the manufacturer, and are fully insulated to keep heat inside.

Model Number 25501-34, pictured above, has baking ovens measuring 16½" wide; 19" deep and 13" high; broiling ovens with the following dimensions: 14½" wide, 18¼" deep and 5" high; and an overall that is 20" wide; 51" deep, and 38" high.

Manufacturer: American Stove Company.

For complete details use enclosed card—refer to **HT 1633**

APPLIANCE MOVER FOR HOME DELIVERY IS RUBBERIZED

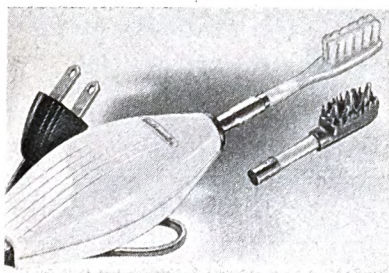
Sales Features: Numbered among assets of the Model N-N home delivery appliance mover which is rubberized and lightweight are its hand guard, swivel casters for easy rolling, self-locking pin used to adjust the height of truck from 41 inches to 63 inches, steel runners, rubber-cushioned wheels for silent rolling brakes, hand holds for safe gripping, pads and extra hand holds. Additional advantages are a self-locking pin which adjusts the truck's width from 19 inches to 28 inches and recess or corner wheels used for slipping truck under appliances and through doorways where space is limited.

Description: Model NN-4S has a standard truck, equipped with 4 in. diameter main roller wheels, web strap and 3 in. swivel casters on adjustable handles. Constructed with 6 in. diameter main roller wheels, Model NN-6S has a web strap and 3 in. swivel casters for heavy duty work and warehouse movements.

Manufacturer: Keen Manufacturing Co.

For complete details use enclosed card—refer to **HT 1634**

ELECTRIC TOOTHBRUSH AND GUM MASSAGER SAID TO AID DENTAL HEALTH



Sales Features: This gum massager and toothbrush, operated by electricity, is the invention of a famed dentist, and is manufactured in ivory or mahogany shades. The "Tooth-master" will serve an entire family since each member may have his own set of toothbrushes, the latter being available in different colors. Both brushes and massagers are easily detached. It is claimed that this product is an effective preventative of diseases of the teeth and gums.

Manufacturer: Electric Motor Corporation.

For complete details use enclosed card—refer to **HT 1635**

REFRIGERATOR DEODORIZER PLUS THERMOMETER RETAILS FOR 10¢



Sales Features: Serving a dual purpose, the Veeco Aer-Aid refrigerator deodorizer not only prevents foods from being tainted with odors but also has a calibrated thermometer to indicate the temperature.

Package and Shipping Weight: A dozen units of the product are packed in a "silent salesman" display carton. Two of the latter cartons are placed in a case, each of which weighs three lbs.

Retail Price: 10c per unit.

Manufacturer: The American Products Company.

For complete details use enclosed card—refer to **HT 1636**

IT'S IN DEMAND from COAST TO COAST ...the thoroughly tested, 100% effective *plastic resin* WATERPROOF GLUE!

YES... it's a success! LePage's new plastic resin waterproof glue has taken the country by storm. It's selling fast over counters to all customers who want a glue that holds... that's *quality*... that's *100% waterproof*!

LePage's new glue is thoroughly effective as a fusing agent for wood joints that need one piece permanency. Mechanics can use it... *need* it... hobbyists find it indispensable in the workshop... industrial arts or manual training students and instructors, manufacturers and householders all depend upon it to do a thorough job.

Don't let a day go by without sending in for some information about this fast-selling glue. There are profit possibilities galore and particularly at this season when householders are beginning to repair for the winter. They *need* a waterproof glue to fight the weather—you need it for bigger profits.

See the startling selling features of this effective new glue



QUICK MIXING... with cold water! No trouble to prepare. Just add the required amount of water. The powder mixes into a smooth, workable liquid.



READY TO USE IN 30 SECONDS. No waiting around before you apply the glue. It is ready to use as soon as mixed—joints may be worked lightly after 4 hours drying. Completely waterproof in a week.



LASTING STRENGTH. Holds for years—with the Glue stronger than the joints it holds. Rain or sun have little or no effect upon it.



... and these helpful sales-aids



STRIKING WINDOW STREAMER



PACKAGE OUTSERTS. A brand new innovation in "How to use it" booklets. They tell customers of the many uses of LePage's and they save retailers time answering questions.



CONSUMER ADVERTISING. Advertisements that pull customers into your store. Watch for these advertisements in your favorite magazines.

LEPAGE'S *plastic resin* WATERPROOF GLUE

4 CONSUMER SIZES—Self-Selling, Smartly Packaged



10¢



25¢



50¢



85¢

plus

A name that has been famous in the glue business for over 50 years.

MAIL TODAY

MAIL TODAY!

LePage's, Inc., Gloucester, Mass.

Gentlemen: Please send me full information about your new plastic resin *waterproof* glue and its exceptional profit possibilities.

Name.....

Address.....

City..... State.....

For complete details use enclosed card—refer to **HT 1637**

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR

Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all back-firing and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.



YOUR JOBBER CAN SUPPLY YOU.

Calbar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



For complete details use enclosed card—refer to HT 1638

HOT SPRINGS NATIONAL PARK ARKANSAS

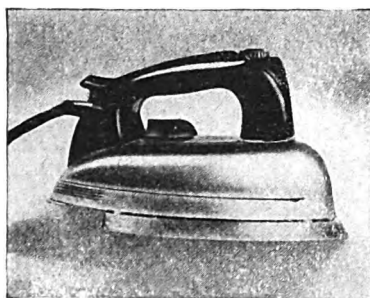
Uncle Sam's most popular playground is an ideal spot for your summer vacation—a glorious opportunity for you to enjoy the famous thermal waters known throughout the world for benefits in relieving generally run down physical conditions and for toning up tired muscles and nerves for renewed energy. A U. S. Government supervised bath house is under the same roof of the Hotel Eastman. Enjoy Hot Springs and the Eastman this summer—mountains, miles of lake shores, horseback riding, motoring, hiking—a vacation paradise awaits you in Hot Springs. Low summer rates now available. Write for pictorial literature. Address:

HOTEL EASTMAN and BATHS

HOT SPRINGS NATIONAL PARK, ARKANSAS

For complete details use enclosed card—refer to HT 1639

ALURON IRON HAS FINGER-TIP STEAM CONTROL



Sales Features: The Aluron steam iron, illustrated above, is a fully automatic electric iron, which delivers steam at a touch of the finger, it is claimed. It may be filled, refilled or drained at any time through a vented reservoir that is always open. When in idle position on three point heel rest, steam is shut off automatically. This feature conserves water supply while garments are being arranged on the board.

Finger-tip control of steam allows the delivery of a little or a lot of steam or no steam at all and steam is made instantaneously from a drop of water at a time. When not producing steam, it is used in the same manner as any other fully automatic iron.

List Price: \$14.95.

Manufacturer: The Waring Corporation.

For complete details use enclosed card—refer to HT 1640

Do you know

... that scientists at Armour Research Foundation have reported that at least 10 per cent of the winter fuel bill can be saved if two cloth shades are kept fully drawn over each window at night? The Window Shade Institute of New York recommends that cloth of one color be selected for the set of shades seen from the outside of the house. Different colors harmonizing with room schemes are suggested for inside shades. In their fall publicity, many dealers plan to stress the insulating values of double installations of window shades.

... that electrical appliance retailers in Wisconsin were pleased to note that 9,485 more farms in this state were using electric service in 1940 than in 1939? In a recent survey by the Wisconsin Department of Agriculture's rural electrification division and the Wisconsin Public Service Commission, it was revealed that the total of electric service farm customers had jumped from 74,670 in 1939, to 84,155 in 1940.

... that Moore-Handley Hardware Company of Birmingham, Ala., recently established a new high in sales records when they sold 913 electric refrigerators to Central City, low-rent housing project in the Southern city? The equipment was supplied by Westinghouse Electric and Manufacturing Co. The kitchens of the project are also equipped with electric ranges.

... that authorities in the radio field unanimously agree that the demand for period cabinets in radio sets now is at its peak? Leading the popularity race in period cabinets is 18th Century. Regency takes second place and is followed by Sheridan.

... that the newest arrival in the sphere of plastics is created from sugar cane? This plastic material is called Kanex.

... that manufacturers of farm machinery have been granted the highest "civilian rating"? Reason: shortage of farm labor.

... that plastics are so much in the limelight currently that many of the nation's leaders are prophesying about their future importance? Discounting the theory that a depression will follow the defense boom "provided competition remains active," Henry Ford predicts that developments in plastics, along with aircraft expansion, will pace post-war growth.

... that "oh's" and "ah's" of admiration now are being reserved for two new inventions—a "line microphone" and a "magic brain" record changer—just released from RCA laboratories? Inaugurating the new principle of picking up the speaker's voice from a distance, the microphone is claimed to impart greater realism to broadcasting. The record changer plays both sides of a record without turning the latter over.

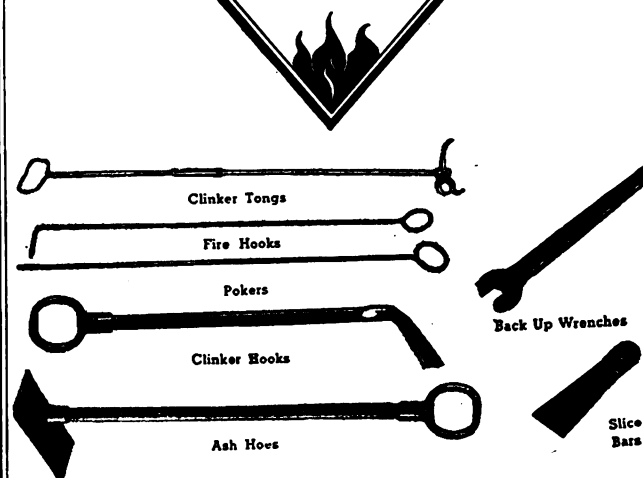
... that gray, blue and green are receding as well as "cool" colors? A room painted with these colors is said to appear larger than when painted with yellow, red or orange.

... that baby furniture evidently is suffering no setback during present conditions of curtailment? Among innovations made especially for His Royal Highness, Sir Infant, are plastic cribs with "plexiglass" transparent fronts; buggies with ultra-violet ray shields, musical rockers, and much miniature furniture, which are reproductions of adult-sized pieces.

... that this is considered an appropriate time for hardware dealers to conduct an "additional outlet" installation program in their stores? At an August convention, an official in the appliance industry urged retailers to stock a variety of items such as fans, paint, linoleum, lighting fixtures, and cabinet accessories in addition to the electric range line.

... that American housewives who are adopting new types of kitchen utensils and tableware to make war materials available for national defense activities have a partner in the Quartermaster Corps of the War Department? Substitute materials being used to make Army tableware consist of a steel base and a plated rust-resistant finish.

FARRELL-CHEEK FIRE-FIXER tools



PICK UP ADDITIONAL PROFITS DURING THE HEATING SEASON BY HANDLING THIS POPULAR LINE OF FURNACE TOOLS.

Ask your jobber for 1941
Catalog, or write direct to:—

FARRELL-CHEEK STEEL CO.

SANDUSKY,
OHIO

For complete details use enclosed card—refer to HT 1641

PORCELAIN FILTERS INTRODUCED FOR VACUUM COFFEE MAKERS



Description: Now being introduced on the market, a new porcelain filter said to make crystal-clear coffee permits the beverage to be filtered through stone. This method is patented after nature's filter method which omits all grounds. The new gadget which dispenses with cloth and paper and fits most varieties of vacuum coffee makers also is useful for making tea.

Package and Shipping Weight: Six filters are attached to each display card, two of which are shipped in a carton. Weight per carton is 3 pounds.

Retail Price: 35c each.

Manufacturer: Aluminum Goods Manufacturing Co.

For complete details use enclosed card—refer to HT 1642

PRICE CHANGES

ALARM CLOCKS—Advanced $2\frac{1}{2}$ to 7 per cent by one manufacturer.

AXLE GREASE—Advanced 25 to 40 per cent by one manufacturer.

BATH AND BASIN COCKS—Advanced 5 per cent.

BATHROOM SHOWERS, ACCESSORIES AND CURTAINS—Advanced 10 to 20 per cent.

BLOW TORCHES—Advanced $7\frac{1}{2}$ to 20 per cent by various manufacturers.

BRUSHES, ACID—Advanced 10 to 12 per cent by one manufacturer.

CARPET BEATERS—Advanced 5 per cent by one manufacturer.

CHALKLINE—Advanced 10 to 15 per cent by another manufacturer.

CLOTHESLINE, COTTON—Advanced 3 to 15 per cent by various manufacturers.

COTTERS AND KEYS—Advanced 10 per cent.

COW BELLS—Advanced 5 per cent.

CUTLERY—One manufacturer withdraws all prices and will accept orders only at new prices based on current costs.

DAMPERS, STOVE AND FURNACE—Advanced 5 per cent.

DOOR CLOSERS, BRONZE—Advanced 10 per cent by one manufacturer.

DRIP PANS—Advanced 5 per cent by one manufacturer.

DUSTERS, FEATHER AND WOOL—Advanced 5 to 10 per cent by one manufacturer.

ELECTRIC IRONS—Advanced 10 per cent by various manufacturers.

ELECTRIC LAMPS—Advanced 8 percent.

ELECTRIC SWITCH PLATES—Advanced 10 per cent.

ELECTRIC TOASTERS AND COMBINATION SETS—Advanced 5 per cent by one manufacturer.

EXERCISERS—Advanced 20 per cent by one manufacturer.

FAUCETS, SINK AND LAVATORY—Advanced 5 per cent.

FIRE EXTINGUISHERS—Advanced 8 to 9 per cent by various manufacturers.

FISHING RODS, STEEL—Advanced 10 per cent by one manufacturer.

FLINT AND EMERY PAPER—Advanced 10 per cent by one manufacturer.

FRICION TAPE—Advanced 3 to 10 per cent by various manufacturers.

GALVANIZED WARE—Advanced 5 to 8 per cent by another manufacturer.

GARBAGE CANS AND PAILS—Advanced 4 to 5 per cent by one manufacturer.

GLOVES, CANVAS—Advanced 10 to 30 per cent by manufacturers generally.

HAY KNIVES—Advanced 6 per cent by one manufacturer.

HEATERS, CIRCULATING—Coal and oil models advanced 5 per cent by some manufacturers.

HORSE MUZZLES—Advanced 20 per cent by one manufacturer.

HOUSE NUMBERS—Advanced 10 per cent.

ICE CREAM FREEZERS—Advanced 5 to 10 per cent.

ICE PICKS—Advanced 5 to 8 per cent by one manufacturer.

LADDER FEET—Advanced 15 per cent.

LAMP AND LANTERN GLOBES—Advanced 5 per cent by various manufacturers.

LAUNDRY TUBS—Advanced 5 per cent by another manufacturer.

LAWN SPRINKLERS—Advanced 10 to 22 per cent.

MEDICINE CABINETS—Advanced 10 per cent by additional manufacturers.

MILK BOTTLE CAPS—Advanced 5 to 9 per cent by one manufacturer.

MOPS, COTTON—Advanced 5 to 10 per cent by various manufacturers.

MOUSE AND RAT TRAPS—Most numbers advanced 4 to 10 per cent by various manufacturers.

NAILS, LEAD-HEADED—Advanced $1\frac{1}{2}$ per cent.

OIL AND GREASE CUPS, BRASS—Advanced 25 to 30 per cent.

OIL WICKS—Advanced 10 per cent.

PADLOCKS—Advanced 5 to 25 per cent by various manufacturers.

PICNIC JUGS—Advanced 5 to $7\frac{1}{2}$ per cent by one manufacturer.

PIPE FITTINGS—Brass, advanced 10 per cent; malleable iron, advanced 5 per cent.

PIPE JOINT CEMENT—Advanced 6 per cent by one manufacturer.

PLIERS—Advanced 5 per cent by one manufacturer.

POULTRY EQUIPMENT—Most items advanced 5 per cent by one manufacturer; all prices withdrawn by two other manufacturers who will accept orders only at prices and terms prevailing at date of shipment.

PRUNING SHEARS—Advanced 10 to 20 per cent by various manufacturers.

PUMPS, SHALLOW WELL—Advanced 5 per cent by some manufacturers.

PUTTY—Advanced 6 to 10 per cent.

RANGES, ELECTRIC—Advanced $3\frac{1}{2}$ to 8 per cent by another manufacturer.

ROOFING CAPS—Advanced 10 to 11 per cent by various manufacturers.

RUBBISH BURNERS—Advanced 10 to 30 per cent by one manufacturer.

SCALES, BATHROOM—Advanced $7\frac{1}{2}$ to 12 per cent by one manufacturer.

SCREW DRIVERS—Advanced 10 per cent by one manufacturer.

SHELLAC—Orange and white liquid shellac advanced 4 to 10 per cent by various manufacturers.

SNATHS—Advanced 6 per cent by one manufacturer.

SNIPS—Advanced 10 per cent by one manufacturer.

THUMB TACKS—Advanced 10 to 15 per cent by one manufacturer.

TOILET SEATS AND COVERS—Advanced 5 per cent.

TREE PRUNERS—Advanced 10 per cent by some manufacturers.

TURNBUCKLES—Advanced 10 per cent.

TWINE, COTTON, SEINE—Advanced 5 per cent by additional manufacturers.

VICES, MACHINISTS'—Advanced $2\frac{1}{2}$ to 5 per cent by one manufacturer.

WASHING MACHINES, ELECTRIC—Advanced 4 to 8 per cent.

WATER HEATERS—Gas heaters, both copper coil and cast iron coil, advanced 10 per cent. Gasoline and fuel oil heaters, indirect heaters and automatic electric heaters also advanced 10 per cent.

WICKS, OIL STOVE—Several brands advanced 28 per cent.

WOODEN KEGS, PAILS AND TUBS—Advanced 5 to 15 per cent by various manufacturers.

WRAPPING TWINE—Advanced 3 per cent by one manufacturer.

WRECKING BARS—Some sizes advanced 20 per cent by one manufacturer.



This 9-COLOR WELDWOOD GLUE WINDOW DISPLAY, combines printing with silk screen to produce a brilliant eye-catching sales-maker. Third dimension giant can. Easy to set up.

WELDWOOD GLUE in 10c, 25c, 50c, 85c and larger cans are stocked by your Jobbers.

"CALLING ALL PASSERS-BY"

Here's a window display that will stop 'em, make 'em look, march in and BUY. It's a pretested puller, the kind that increases sales of WELDWOOD GLUE, and general store sales, too.

If you are a regular purchaser of WELDWOOD GLUE write on your firm letter-head, stating approximate date you will use the display (include your jobber's name). Act at once—the supply is limited.

WELDWOOD GLUE is proven the best of the new synthetic resins. Tests confirm all claims to STRENGTH, WATER-PROOF, STAIN-FREE, ROT-PROOF and ENDURING qualities. One part plastic, sets cold—without heat or hardener—no waiting.

UNITED STATES PLYWOOD CORPORATION

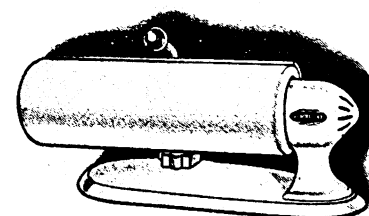
World's largest producers and distributors of PLYWOOD

616 West 46th Street

New York, N. Y.

WELDWOOD
PLASTIC RESIN
WATERPROOF GLUE

For complete details use enclosed card—refer to HT 1643

PORTABLE "TABLETOP" IRONER
BUILT TO PRESS LARGEST SHEETS

Sales Features: Illustrated is a "tabletop" ironer which is a low-priced, lightweight model occupying little space. The portable addition to the 1941 Blackstone line can be easily moved and stored when not in use. Despite its size, it is said to iron the largest sheets efficiently. Outstanding features include a chrome finish shoe; precision-built mechanism permanently lubricated at the factory, a selective temperature thermostat, and a centralized automatic finger-tip control regulating all operations.

Description: The machine is equipped with a 6 x 22 in. open-end roll that irons 2200 square inches per minute as smoothly as any large cabinet type ironer. The strong "Mono-steel" welded chassis is designed in nacelle style, with rounded corners and has a non-marring rubber cushion. It has a white enamel finish.

Manufacturer: The Blackstone Corporation.

For complete details use enclosed card—refer to HT 1644



ONE PRODUCT
*Repairs all—
Protects all—*
FIREPOTS

**1 in every 3
needs repairs.
All need pro-
tection.**

Fireline comes in putty form, ready to use. Anyone can apply it and when applied it provides a modern refractory lining which makes a hotter fire with less fuel. Your customers save money and you get an extra volume with extra profits.

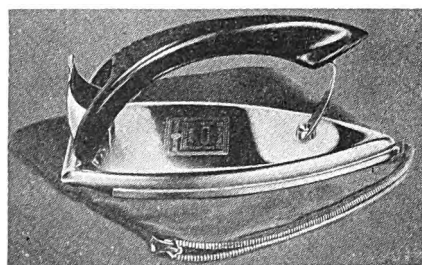
*Send for liberal sample,
prices and discounts.*



FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

For complete details use enclosed card—refer to HT 1645

FOLDING HANDLE IS FEATURE OF NEW LIGHTWEIGHT TRAVEL IRON



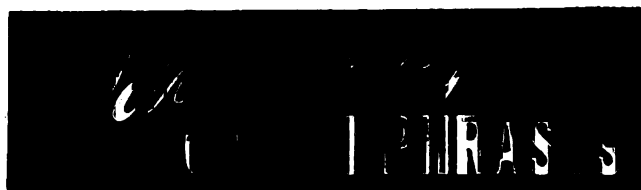
Sales Features: The textolite handle of this lightweight, travel iron folds against the iron top so that the iron may slip flatly into the zipper travelling case. Molded for comfort, the handle has thumb rests for both right and left hands to relieve muscular strain, and the textolite heater plug also is reversible for ambidextrous use.

A thermometer on top of the iron indicates the correct soleplate temperature for safe ironing; the heating unit is a nickel chromium resistance ribbon wound on sturdy sheet mica core. The iron which has an overall weight of less than two pounds, is heavily plated to resist corrosion from salt water air; operates on either alternating or direct current, 500 watts, 115 volts. The General Electric cord is equipped with a rubber wall plug with anchor loop prongs to hold tight to the electrical outlet.

List Price: \$4.95.

Manufacturer: General Electric Company.

For complete details use enclosed card—refer to HT 1646



SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"WE PITCH! YOU CATCH!"—"Bargains dropped into your lap" promised a hardware store in Colorado advertising under this phrase.

"SECOND HELPINGS" is suggested to draw attention to repeat sale.

"SELECTIVE SERVICE"—Specialized service in automatic waterheaters or some other type of equipment might be paired with this heading.

"SALES TALK"—With this display, the following explanation might be used: "If sales talks wear you down, try out this product and let it sell itself."

"THE VALUE CENTER IN YOUR NEIGHBORHOOD"—To be used to build a business's reputation as a value store.

"WHAT'LL YOU HAVE?"—Prospective customers are advised to pay their money and take their choice of a wide assortment of hardware items.

"PEOPLE WILL TALK" might head a display of streamlined merchandise to arouse desire for ownership.

"HERE WE GO AGAIN"—When this phrase is used, important things are expected.

"IT'S OUR SERVE AND WE'VE PLENTY ON THE BALL"—Used in Ohio at a clearance sale.

"BEHIND THE LINE OF SUPPLIES FOR THE BOYS AT CAMP" is slanted at reaching a new group of gift buyers.

"GET THE MOST FOR YOUR AMERICAN DOLLARS"—"Bargains for your dollars that will fairly make the eagle squawk," punned a New Jersey store.

"PEOPLE IN THE KNOW" makes readers wish to join the ranks of the informed and consequently investigate the merchandise coupled with the statement.

"SAVINGS THAT WILL SUIT YOUR PURSE—ONALITY" was followed by the promise that slim pocketbooks could have their ego restored by shopping at a Dallas, Texas store.

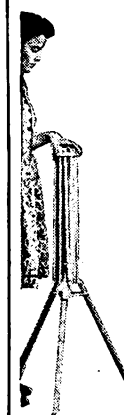
"WHY WOMEN LEAVE HOME . . . IN A HURRY"—"Values like these are the cause," suggests a recent advertisement.

"OCTOBER SURPRISES"—This timely headline stirs curiosity. Most folks usually are not satisfied until they've solved unknowns, especially surprises.

"YOU HAVE A FRIEND IN BUSINESS" serves as a pleasant attention-magnet for advertisements.

"The College Year Begins at Blank's" . . . "Now Is the Time" (school supplies, equipment for students leaving for educational institutions) . . . "The Undergrad Isn't Underdog Here!" . . . "Salt Water Saga" (fishing accessories) . . . "As Typically American as the Double Feature" . . . "Rub Your Eyes—It's Really True" . . . "If You Have More Taste Than \$'s" . . . "Campus Firsts" . . . "Dependability Sale!" . . . "October's Wonder Buys" . . . "Preferred Stock" . . . "Speed-Sellers" . . . "A Three-Star Production" (features three items.)

COLLAPSIBLE DRYER AFFORDS 24 FEET OF CLOTHES LINE



Prospects: Homes.

Description: Illustrated is a tripod collapsible dryer which stretches into 24 feet of drying line. It is constructed of wood with cadmium-plated, rustproof metal top casting and two metal stampings.

Sales Features: These include the item's swift collapsibility, the small space required by it for storage, and the ease with which it may be set up.

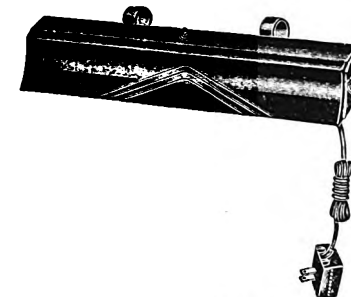
Package and Shipping Weight: The dryer is available in a carton containing one-half dozen units and weighing 29 lbs., and in one-dozen units to a carton package with a weight of 54 lbs.

Retail Price: \$2.95 each.

Manufacturer: Artmoore Company.

For complete details use enclosed card—refer to HT 1647

FLUORESCENT BED LAMP AVAILABLE IN WALNUT OR IVORY



Description: This new bakelite fluorescent bed lamp is 15 in. long, 3½ in. wide and 2½ in. deep, and may be attached to a bed by two felt-lined clock spring clamps. It is equipped with a baked white enamel reflector for light intensity and is wired with six feet of cord. It is claimed to operate silently. The lamp is used with a T12, 14 watt 15 in. fluorescent bulb and may be used only at 110-125 volt, 60 cycle A.C.

Sales Features: It also may be used to illuminate pictures, bulletin boards, displays, mirrors or music stands.

List Prices: Grain walnut bears a list price of \$4.45 (less bulb); the ivory, \$5.00 (less bulb.)

Manufacturer: Eagle Electric Manufacturing Co.

For complete details use enclosed card—refer to HT 1648

EMERGENCY CHAIN FREES CARS STUCK IN MUD OR SNOW

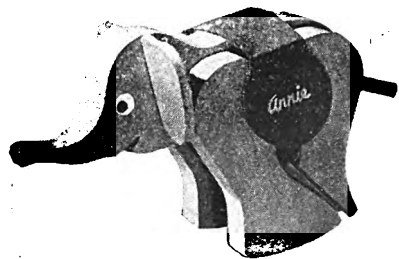
Sales Features: A current invention that motorists will welcome is the Autotrac, an emergency chain to free automobiles stuck in mud, snow or slush. Requiring no attachments to the wheel nor jacking operations, the flexible track supplies traction for wheels without chains, permitting the car to drive over the obstacle in its path. To bring Autotrac to the rescue, the driver need only spread the chain in front of the wheel. Compact and occupying less space in a motor trunk than a bag of chains, the new product will prove a useful tool when bad weather causes driving difficulties.

Retail Price: \$1.75 each.

Manufacturer: Philco Corporation.

For complete details use enclosed card—refer to HT 1649

WOODEN ELEPHANT ON STRING SAID TO HAVE GAIT LIKE ZOO MODEL



Description: A wooden, action toy to be led by a string, Annie-Elephant, six in. high and ten in. long, is made in grey, blue, and other colors with a red blanket. This toy is claimed to lumber along with the gait of a real elephant.

Package and Shipping Weight: The toy now may be obtained in two dozen lots weighing approximately 36 lbs.

Suggested Retail Price: \$1.00.

Manufacturer: Live Toys.

For complete details use enclosed card—refer to HT 1650

POPULAR PARLOR GAME IS PATTERNED AFTER TEN-PINS



Description: Played and scored like a game of ten-pin bowling, this miniature parlor bowling game known as spare-time may be observed in the photo at left. The bowling pin is 7 in. high. When removed, the top forms a plastic cup which is the right size to fit the average hand. The cup contains ten small dice. Included with each box is a score pad.

Dealer Helps: Numbered among these are a counter card, cellophane displays, and national advertising.

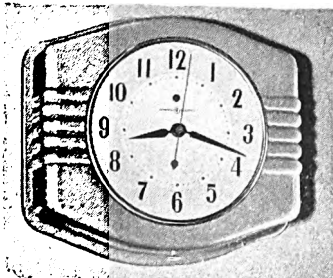
Package and Shipping Weight: Twelve games are packed in a carton weighing 8 lbs.

Retail Price: \$1.00.

Manufacturer: Spare-Time Corp.

For complete details use enclosed card—refer to HT 1651

KITCHEN CLOCK WITH METAL CASE AVAILABLE IN FOUR COLORS



Description: "Pantry," a new kitchen clock is making its debut on the market in a variety of four colors and a metal case. It boasts a white dial, black numerals, blue hour and minute hands, and a red sweep second hand. The model is 7½ in. wide, 6½ in. high.

List Price: \$2.85.

Manufacturer: General Electric Company.

For complete details use enclosed card—refer to HT 1652



Most popular purchases for hardware customers throughout the country during August and early September were a variety of articles ranging from electrical appliances, radios, garden seed and hose, to gifts and toys.

Toaster and Griddle—Universal sandwich toasters and griddles retailing at \$5.95 sold in great numbers in Chicago during the past few weeks. (Landers, Frary & Clark, New Britain, Conn.)

Broiler—A special value at \$9.95, Hollywood electric broilers carved new sales records in Chicago during early September. The model has a heat indicator which can be regulated for fast and slow broiling. (Finders Manufacturing Co., Chicago)

Coffee-Maker—Attracting many customers this month in the Middle West was the Sunbeam coffeemaker, selling for \$17.50. Electrically-operated, the popular item turns off automatically and sets itself to keep the coffee hot indefinitely. It is chrome-plated. (Chicago Flexible Shaft Co., Chicago)

Vacuum Cleaner—Selling in volume through the Middle West was the new Premier vacuum cleaner, priced at only \$24.75. This machine has a motor-driven brush, a rubber furniture guard, an accordion bag, and a garnet red finish which is said to be fade-proof and tarnish-proof. (Premier Division of the Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio)

Furnace—Heavy sales were noted in the East for General Electric oil furnaces, available in seven sizes. This line of furnaces is said to be designed for low cost heating. (General Electric Co., Bloomfield, N. J.)

Gas Range—During a September sale, Magic Chef de luxe ranges, 40-inch size, were priced at \$94.50 in a New York store. The models were fully-equipped. (American Stove Co., St. Louis, Mo.)

Radio—Receiving an enthusiastic consumer reception in New York this month is the six-tube Pilot radio which has American broadcast and short wave band for European and foreign reception. It has a superhetrodyne, built-in aerial with provision for external antennae on short wave and automatic volume control. In a walnut case, its price is \$28.95; in bakelite, \$23.75. (Pilot Radio Corp., Long Island City, New York, N. Y.)

Victrola—Priced at \$39.95, RCA victrola was in the selling spotlight in Middle Western states early this month. This model is claimed to have excellent radio reception. (RCA Company, Camden, N. J.)

Plant Food—As fall approaches, Kem liquid plant food still continues to be a best-seller in hardware stores throughout the nation. It sells for \$1., per gallon; 50c per quart and 25c for 12 ounces. (Kem Laboratories, Lodi, N. J.)

Garden Hose—Customer interest was evoked last week by Goodyear garden hose, which sold for \$2.79 in a Chicago store. Complete with couplings, the hose measured 50 feet in length (it answered a demand created by newly-seeded lawns which require daily watering. (Goodyear Tire & Rubber Co., Akron, Ohio)

Slack Creaser—Still hovering among the ranks of the popular are slack creasers which last week were selling at three pairs for \$1 in Chicago. They are available in regular and long lengths with adjustable leg widths. (Lee Rowan and Co., St. Louis, Mo.)

Model Kit—In New York, the C16 U. S. battleship "California," reproduced in wood model kit form, is selling rapidly at the sum of 25c. (Strombeck-Becker Mfg. Co., Moline, Ill.)

Desk Thermometer—Leather-covered desk thermometers, priced at \$1, sold in volume during the past four weeks in Philadelphia. (Baron and Arnof, Inc., New York)

Toy—The Mak-A-Kit dump truck requiring construction with wooden nuts and bolts is winning the younger generation's approval in Philadelphia at the present time. Its price tag reads \$1. (The A. I. Root Co., Medina, Ohio)

More Sales for You with this Safe IMPROVED STILLSON

Your customers will "Go" for its new construction... cone-coil safety spring inside the housing!

THIS popular improved Stillson changes pipe wrench sales from the plodding of staple goods to the fast trot of a specialty — which means more music from your cash register.

For you can point out that this improved wrench has no old-fashioned exposed flat spring that can break and cut the hand — a feature that also does away with rivet holes to weaken the handle. Show the handy pipe scale on the hook-jaw. Point out the well-balanced heat-treated strength of this wrench — and you make sales at more profit.

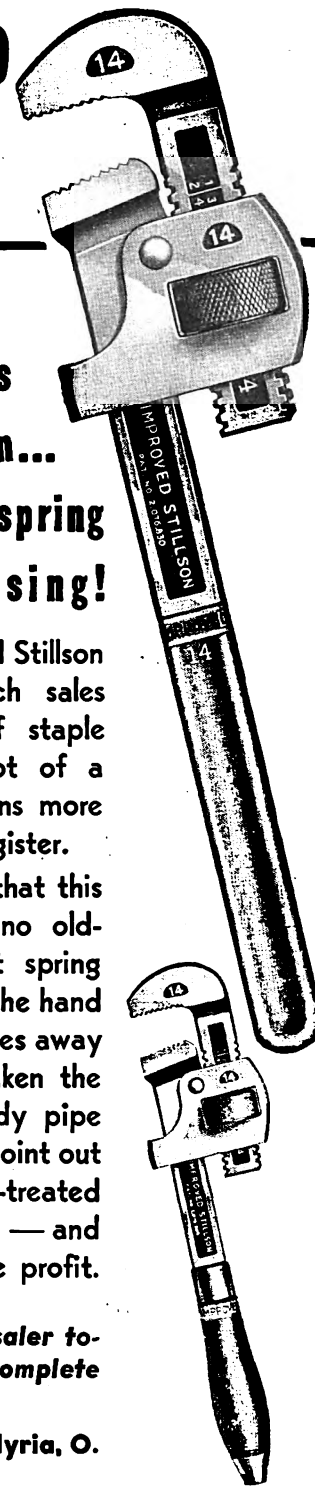
* * *

Order from your Wholesaler today—or write us for complete facts.

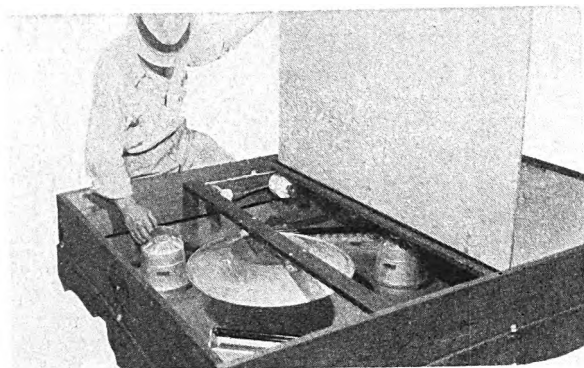
THE RIDGE TOOL CO., Elyria, O.



For complete details use enclosed card—refer to HT 1653



ELECTRIC BROODER HAS 24 SQUARE FEET OF EXTRA FLOOR



Description: The electric brooder, shown in above picture, is known as the "space maker" for it provides 24 additional square feet on its roof, this area being carpeted with peat or other litter just like the brooder house floor. The new product furnishes abundant and economical reflected heat for broiler projects, for starting pullets, turkeys and game birds, according to the company.

Chief features are two 500-watt Chromalox units with reflectors 10 in. from the floor; adjustable legs, canvas curtains and two ventilators. Side and end frames are 8 in. high and made from $\frac{3}{4}$ in. thick California Redwood. Model No. 500-SM measures 48 in. x 72 in. and has a 500 chick capacity.

Retail Price: The brooder, operating at 1,000 watts, sells for \$25.75.

Manufacturer: Warner Brooder & Appliance Corp., which sells through the National Ideal Co.

For complete details use enclosed card—refer to **HT 1654**

FURRY BAIT SWIMS ON WATER'S SURFACE



Sales Features: A surface-swimmer, the Heddon Munk-Mouse bait has a "fur-finish", beady eyes, and a tail, and leaves a ripple on the water as it moves along. Body length is $2\frac{3}{4}$ in.; weight, $\frac{5}{9}$ oz. The bait has two treble hooks and is made in four colors: Chipmunk striped, brown, grey, and black with a white head. The bait is a cross between a chipmunk and a mouse.

Suggested Retail Price: 98c.

Manufacturer: James Heddon's Sons.

For complete details use enclosed card—refer to **HT 1655**

SCANNING THE FIELD FOR IDEAS

(Continued from page 1)

"NICKEL TO DOLLAR GIFTS"

Attracted into a Missouri hardware store to select a gift from a showcase of objects ranging from a nickel to a dollar, many housewives remain to make larger purchases. "Unlike most hardware items, the investment in this gift section is very small, and the turnover exceedingly fast once the market is established," the owner explains. "Quite often, there will be a complete sell-out in less than 60 days, and not only is the business highly profitable on a percentage basis, but the advantages derived from bringing the customers into the store more often, particularly the housewives, creates a healthier store traffic condition and resulting upswing in sales volume of all hardware items."

REACHING A FEMININE AUDIENCE

While sitting under dryers in beauty shops in an Indiana town, feminine patrons thumb through magazines that are imprinted with the name of a local hardware dealer. The small card with the dealer's name which is attached to the cover usually mentions some specially priced item. This store subscribes to these magazines, affixes the cards and distributes them as an inexpensive means of extra advertising. The magazines are placed in doctors' and dentists' offices and other places where women assemble in fairly large numbers.

YEAR 'ROUND TRAFFIC BUILDER

Outstanding year 'round traffic builder in a Minnesota store is a model airplane department. Located in the back of the store, the department has a basic stock valued at \$200, and is neat, compact and well-stocked containing items of interest to both young and adult enthusiasts. A plane-building contest is conducted annually each spring. During the event, many youngsters come to the store accompanied by their parents who often purchase other objects. The contests are open to any boy or girl with the purchase of any plane kit of the type produced by the sponsoring manufacturer. Models are judged on general neatness and workmanship.

FLUORESCENT LIGHTING FOR HOMES

Lighting effects obtained by the use of fluorescent lamps in a model bedroom at General Electric Institute at Nela Park, Cleveland, Ohio, were enthusiastically lauded by visitors to the exhibit. The successful debut of fluorescent lighting at this display indicates that homes of the future will use streamlined lighting as much as industry now does. In the Cleveland display, two 30-watt white fluorescent lamps, each 36 inches in length, with reflectors, are placed behind a shield of translucent material at the top of a long mirrored panel in the bedroom. Dealers who wish to pioneer in promoting the use of fluorescent lighting for homes may receive further information about the innovation by contacting the institute.

PENNY POST CARDS

A dealer in Minnesota has been using the following stunt to keep fishermen coming back to his store for tackle supplies: each spring he sends penny post cards to all out-of-state persons who have ever bought fishing licenses at his store. The card has a drawing on it and also a personal greeting written in longhand. Last year the card contained a picture of a fish on a hook, with this message: "I'm from Minnesota. Come and get me." Another message for fishermen who purchased their licenses there in other years but who failed to visit the store last summer read: "We missed you last summer but we hope you will come back this year." Because they are so personalized, the cards have had a good reception, and many fishermen making a return trip speak of them when they visit the store again.

NEW HANDY STONE CLEANS, SHARPENS; HAS MANY OTHER USES



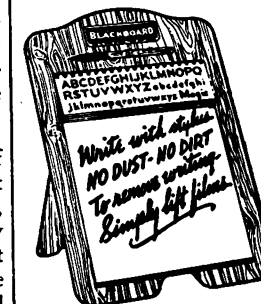
Sales Features: Handee Andee, one of the new additions to the Berea line of abrasives, is a stone with endless diversified uses. It may be employed to sharpen knives, tools, or instruments, to clean grilles, griddles, skillets, as a roughing stone for suedes, leather, and other materials, and in many other ways in homes.

Retail Price: 50c.

Manufacturer: Berea Abrasives Div., Cleveland Quarries Co.

For complete details use enclosed card—refer to **HT 1657**

RAISE FILM TO ERASE WRITING ON MAGIC SLATE BOARD



Description: Raising the film on magic slate blackboards erases writing. A plastic binding holds an assortment of cards containing more than 50 comic and educational drawings for children to copy. The blackboards are available in a standard and deluxe model.

Package and Shipping Weight: No. 100, illustrated above, has a shipping weight of 20 lbs. per doz.

Twelve No. 200 models weigh 28 lbs. when shipped.

Retail Price: No. 100 is \$1; No. 200, \$2.

Manufacturer: The Strathmore Co.

For complete details use enclosed card—refer to **HT 1658**

FALL WALLPAPER FESTIVAL BEGUN TO ATTRACT CONSUMER ATTENTION



Dealer Helps: A "Fall festival" promotion campaign to place wallpaper in the consumer spotlight was begun on August 20 with the distribution of banners measuring 54 in. x 18 in. like the one in the above picture. Other dealer helps include a series of suggested window displays, magazine advertisements, and a newspaper mat service of 12 display advertisements. The drive will end in October.

Manufacturer: United Wall Paper Factories, Inc.

For complete details use enclosed card—refer to **HT 1659**

ASK YOUR SUPPLIER—ABOUT

AUTOYRE

DESIGNED FOR TOP SALABILITY

OAKVILLE, CONNECTICUT

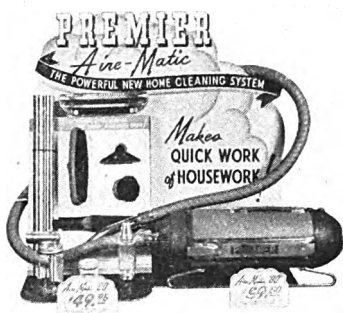
BATHROOM & KITCHEN FIXTURES

Chrome, cadmium, white enamel lines at 10c, 25c, 50c

WRITE FOR CATALOG INSERTS

For complete details use enclosed card—refer to **HT 1656**

VACUUM CLEANER DISPLAY IS COMPACT, SIMPLE TO ASSEMBLE

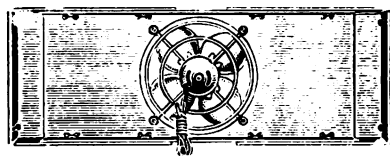


Dealer Help: This new display created to exhibit "Air-Matic" cleaners, now is available to vacuum cleaner dealers and distributors. Since the advent of the "tank" or cylinder-type" cleaner, it has been a problem to properly display the unit and all its attachments without cluttering up the dealer's window.

Manufacturer: Premier Division of the Electric Vacuum Cleaner Co.

For complete details use enclosed card—refer to **HT 1660**

JUNIOR FAN MOUNTED ON PANEL IDEAL FOR SMALL ROOMS



Uses: In kitchens, bedrooms and wash rooms.

Sales Features: "Emerson Junior" kitchen ventilating fans



"MODERN OLD SOUL, ISN'T SHE?"

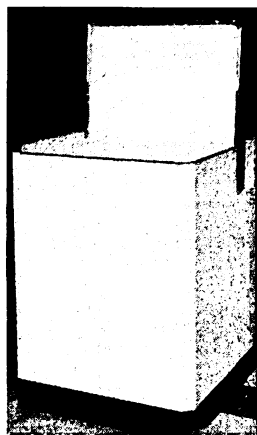
with metal mounting panels are inexpensive to operate and require only a screw driver for installation, according to the manufacturer. This fan may be placed on either the top or bottom section of a window without interfering with the raising or lowering of the sash, or installed in a transom.

Description: The fan is available in two sizes. The 10" fan is mounted in panel adjustments from 23" to 36" while the 12" fan has adjustable panel, 27" to 37". Panels are finished in ivory enamel blades and streamlined motor in antique statuary bronze enamel; and the mounting support, in udyllite.

Manufacturer: Emerson Electric Manufacturing Company.

For complete details use enclosed card—refer to **HT 1661**

WHITE ENAMEL CABINET WILL ADD STORAGE SPACE TO KITCHENS



Sales Features: This new tilt-top corner cabinet provides 15 cubic feet of storage space free of shelving where bulky items can be stored. An elevated floor makes the interior easily accessible to the average housewife. The top is said to be perfectly balanced, and to lift easily. Overall dimensions of the cabinet are: height, 36", depth 25", width 25".

Finished on all sides with hi-bake enamel and electrically welded throughout, the new corner base cabinet may be used independently

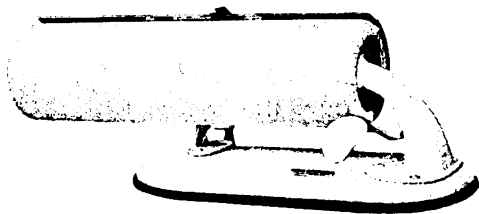
or with a series of other of the firm's units. The top is covered with black battleship linoleum, bound in stainless steel. Hinges are concealed and moving parts are sound-deadened.

Shipping Weight: Crated shipping weight is 65 lbs.

Manufacturer: Mullins Manufacturing Corporation.

For complete details use enclosed card—refer to **HT 1662**

FIVE ROLL REVOLUTIONS A MINUTE IS IRONER'S SPEED



Sales Features: The ironer, pictured above, has an all-chrome plated shoe, with thermostatic heat control, a porcelain enamel finish on the base, a shoe bracket cushioned by springs to protect clothing and ironer from wear, and bears a one year's guaranty against mechanical defect. For fast ironing, the machine will attain a speed of five roll revolutions a minute.

Description: Equipped with a 21-inch free roll, this model has an induction type motor equipped with oilless bearings, operating on 50-60 cycle current A.C. only, 110-120 volts, and using only 1100 watts for motor and heating element.

Package and Shipping Weight: Net weight is 30 lbs; shipping weight, 35 lbs; and size of shipping carton, 10 3/4 in. x 11 in. x 30 in.

Manufacturer: Armstrong Products Corp.

For complete details use enclosed card—refer to **HT 1663**

For Daily Profits Every Month



STOCK Panther & Dragon Tapes

- ① First to be Wrapped and SEALED in Cellophane
- ② Perfect Adhesiveness and Tensile Strength
- ③ Strong Distinctive Green Core
- ④ Colorful Attractive Boxes
- ⑤ A Company in the Insulation Business Since 1878



**Sold Exclusively Through
Distributing Wholesalers**



HAZARD INSULATED WIRE WORKS

Works: Wilkes-Barre, Pennsylvania

DIVISION OF THE OKONITE COMPANY

Offices in principal cities

For complete details use enclosed card—refer to **HT 1664**



BELT LACING

STEELGRIP

STEELGRIP — the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.

ARMSTRONG-BRAY & CO.

"The Belt Lacing People"

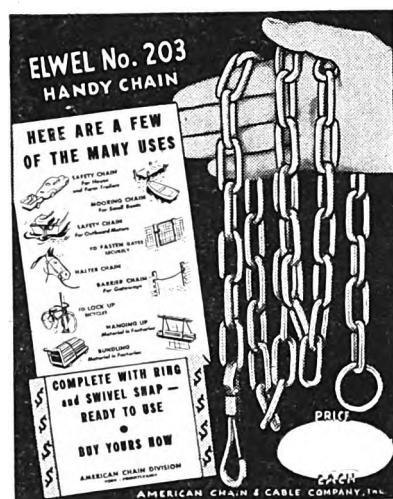
5360 Northwest Highway Chicago, U. S. A.

For complete details use enclosed card—refer to **HT 1665**

WIDEGRIP—the belt hooks that are easier to handle, easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit **WIREGRIP** or any other standard lacers. Write for catalog and circulars.



DISPLAY CARD FEATURING HANDY CHAINS OFFERED DEALERS

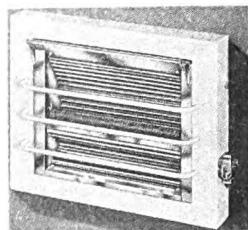


Description: A new display card measuring 11 by 14 in., lists sales features of Elwel No. 203 handy chain. Space is provided on the card for the retailer to show his selling price.

Manufacturer: American Chain Division, American Chain & Cable Co., Inc.

For complete details use enclosed card—refer to **HT-1666**

WHITE WALL HEATER EASY TO INSTALL; GIVES INSTANT WARMTH



Uses: In bathrooms, sunrooms, dens, playrooms, and other places where extra heat is required.

Sales Features: Outstanding among the highlights of Humphrey Rafire No. 2 wall heater are graceful guard bars, polished chrome reflector, white enameled casing, Chromel heating element, and positive acting gas valve. Overall frame dimensions include a width of 16½", height of 13". The input rating is 7500 B. T. U. per hour, the net weight, nine pounds. The wall heater burns natural, manufactured,

Butane and Propane gases. When no opening in the wall is provided, the wall heater may be installed with the use of No. WM-2 receptacle which is attached to the wall with wood screws.

Shipping Weight: Twelve pounds.

Manufacturer: General Gas Light Company.

For complete details use enclosed card—refer to **HT 1667**

1942 RADIO-PHONOGRAPH LINE FEATURES NEW TONE CONTROL



Sales Features: Incorporated in the Crosley 1942 line of radio-phonographs are such features as the floating jewel tone system, said to eliminate needle scratching and the change of needles; and master tone control with six tone buttons providing more than 60 tonal variations. The 10-tube combination radio-phonograph, illustrated above, has three complete bands and a 12-inch concert speaker. Its giant airplane style dial is an innovation. The other two combina-

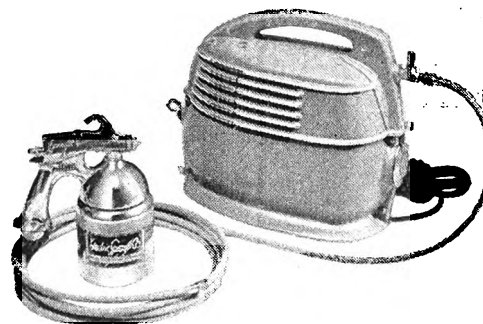
tions are eight-tube receivers, with most of the features of the larger set. All are housed in walnut cabinets.

Dealer Helps: A single and two-unit radio display unit exemplifying the theme of the new line, "The Rainbow of Sound," has a sky-blue background. Each single unit has four wooden shelves. A rainbow, illuminated with lights, sets back slightly from the face of the display.

Manufacturer: The Crosley Corporation.

For complete details use enclosed card—refer to **HT-1668**

COMPRESSOR AND PAINT SPRAYING UNIT HAS HIGH CAPACITY



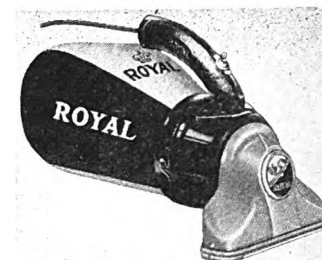
Prospective Uses: This unit is designed for medium size general maintenance painting in factories, stores, warehouses, hotels, hospitals, schools, office buildings, apartments and homes as well as for refinishing works on automobiles, trucks, tractors, airplanes, agricultural implements, radios, refrigerators, furniture and other objects.

Description: The red and silver piston-type compressor and paint spraying unit, shown above, is a ball-bearing, directly connected fixture with motor and compressor built into a single compact unit. The compressor displaces 4.31 C.F.M. and gives an air delivery of 2.75 C.F.M. at 40 lbs. spraying pressure. The aluminum alloy piston and connecting rod on the compressor is said to insure quiet performance.

Manufacturer: The Electric Spray Co.

For complete details use enclosed card—refer to **HT 1669**

PLASTIC HAND CLEANER CLAIMED TO WITHSTAND MUCH ABUSE



Sales Features: One of the newest additions to the Royal line for Fall, 1941, is a plastic nozzle hand cleaner, Model No. G-257. The pearl-gray tenite nozzle will withstand much abuse, clean quickly and thoroughly, even removing lint from curly mohair, the manufacturer states. This revolving brush hand cleaner has an opening bag, a nozzle plate, and a patented three-position revolving brush. Other important items include a toggle switch on the handle; a safe grip rubber handle aiding balance; and an air-cooled motor sealed against dirt and dust.

Suggested Retail Price: \$16.95.

Manufacturer: The P. A. Geier Company.

For complete details use enclosed card—refer to **HT 1670**

COLOR SCHEMES FOR HOMES IS THEME OF NEW BOOK

Dealer Helps: To help the consumer with decorating problems, a 150-page volume containing colored pictures of interiors and exteriors of different types of homes has been published. Artistic color schemes for living rooms, dining rooms, bedrooms, bathrooms, and playrooms are included in the book which is called "Home Color Styling Guide." The latter half of the publication describes the main items of the Vita-Var line of paints, and has large chips showing various paint samples.

Manufacturer: Vita-Var Corporation.

For complete details use enclosed card—refer to **HT 1671**

RUBBER METAL COATING IS RUST AND CORROSION-PROOF



Prospective Uses: Recommended for use on structural steel, water towers, power stations, steel bridges, gas tanks, steel buildings, railroad and refinery equipment, manufactured metal products.

Sales Features: Paratex, a new metal coating made from chlorinated rubber, is now being introduced to paint users. It is stated that Paratex rubber base coating insulates and protects steel surfaces from direct corrosive contact with moisture.

Other assets of the new product, claimed by the manufacturer, are its ability to dry quickly, outwear paint, and to resist acids and alkalis. This innovation is also said to be weatherproof, gasoline and oil-proof and fume-proof. Standard colors for Paratex are red, light gray, light green, steel gray, dark green, brown, white and black.

Package: Paratex is available in 55 gal. drums, 5 gal. drums, gallon cans and quarts.

Manufacturer: Truscon Laboratories, Inc.

For complete details use enclosed card—refer to **HT 1672**



MILCOR

Furnace Pipe and Fittings Catalog

This handy Milcor quick-reference book on Furnace Pipe & Fittings and Stove Pipe & Elbows helps make your selling easier. Gives you all the information you need—list prices, sizes, illustrations, and descriptions—to find the right heating pipes and accessories—the ones that give your customers the right results, in good-looking, safe, satisfactory jobs. Send for it today. Use it in ordering from your jobber, as many successful hardware men do.

H-31A

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

For details use enclosed card—refer to HT 1673

BOOK FOR DEALERS DESCRIBES EIGHT OUTDOOR FIREPLACES

Dealer Helps:

As an aid to dealers whose patrons desire knowledge about costs of producing a fireplace, the above unit has been constructed. Centered about a Model OF28 Majestic fireplace unit providing a

steel superstructure, a heavy bar-type top, grates and heavily constructed oven and grate doors, the structure requires 20 fire bricks, 319 face bricks and three sacks of mortar. In front of the chimney is a broil-oaster grate for broiling steaks vertically. A book showing eight attractive fireplace designs may be obtained for a dime.

Suggested Prices: Fireplace unit sells for \$12.50; the broil-oaster grate for \$4.95.

Shipping Weight: Fireplace unit, 70 lbs; grate, 20 lbs.

Manufacturer: Majestic Company.

For details use enclosed card—refer to HT 1674

ELECTRIC IRON

Thirteen sales aids are being presented for merchants by the manufacturers of Thor motor-driven electric irons. Especially created for floor or window display and for store demonstrations, a folding stand heads this group. Other display items include a background piece, a bracket, a motion display tube for roll reading, a banner, eight window streamers and pennants. Electric Household Utilities Corp.

For details use card—refer to HT 1675

WATERPROOF COATING

A new formula permitting the combination of aluminum and calcium stearate to form a base has been added to the method employed in making transparent waterproof coating. According to the manufacturer, the improved product makes it easier and more economical than ever to seal walls against rains and dampness. Ranetite Manufacturing Co., Inc.

For details use card—refer to HT 1676

PORTABLE RADIOS

A new line of portable radios featuring self-charging storage batteries are being introduced on the market. General Electric Company.

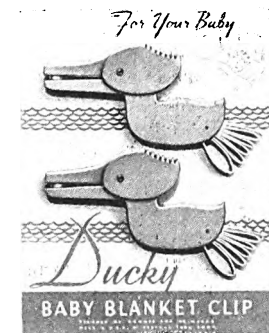
For details use card—refer to HT 1677

VACUUM CLEANER

The new Matho-Matic nozzle of the Premier deluxe cleaner is accorded headline space in a broadside being distributed to dealers. Claimed to adjust itself with mathematical precision to any floor surface, the nozzle is fully described in this material. Electric Vacuum Cleaner Co., Inc.

For details use card—refer to HT 1678

PLASTIC CLIPS FOR BABY BLANKETS ARE SECURE, SANITARY



Sales Features:

These clips for infants' blankets are made of durable tenite plastic in pink and blue colors. Easy tying is facilitated by the extra length of tape and elastic. The manufacturers

state that the clips are safe, sanitary and are designed to grip the blanket securely without tearing it. Two clips of the same color are attached to a single card which is wrapped in cellophane.

Retail Price: 75c a pair.

Manufacturer: Federal Tool Corporation.

For details use enclosed card—refer to HT 1679

CAR ODORIZER

When Odo-Car is placed in automobiles, kitchens, cellars or other compact spaces, the air adopts a pine forest fragrance. Packed in a counter display are 12 Kimble vials of the product. Merchandising plan also includes a four 4-ounce bottle, which is supposed to be dispelled by an atomizer.

For details use card—refer to HT 1680

TOY LUMBER YARD

Divided into truck material, bird house, aircraft parts, tool shed, hardware and boat lumber sections, the lumber yard permits the young hobby enthusiast to make toys that he can actually use. Also included in the set are wood with guide lines for cutting, wheels, a saw, hammer, vise, sandpaper, nails, and blue print instructions. Retail price is \$2.50. New Childhood Interests.

For details use card—refer to HT 1681

INSECT-REPELLENT LAMP

Recently developed, this lamp repels insects instead of attracting them. The glass is specially treated inside the bulb to filter out the attractive rays, with the result that the light is soft, mellow, attractive to human eyes, but definitely repulsive to insects. A descriptive folder has been printed for retailers. Wabash Appliance Corp.

For details use card—refer to HT 1682

FARM IMPLEMENTS

Announcement is made of a new folder for dealers, telling of modern sweeps and plow shapes for farmers. Newest creation of this company is a small sweep display rack designed to be used where the regular large type display racks take up too much space. The Empire Plow Co.

For details use card—refer to HT 1683

BRUSH CLEANING IS SIMPLE PROCESS WITH KEEPKAN UNIT



Description: "Keepkan" paint brush cleaner is a permanent cure for stiff, matted paint brushes, according to the manufacturer. The cleaner removes paint from brush bristles before they have a chance to harden. Patented brushhanger, Keepkan Liquid, and container are sold as a complete unit to handle the entire brush-cleaning job.

Retail Price: Large size Keepkan, accommodating four brushes measuring up to 3 in., retails at 25c. Refills are available for 15c.

Manufacturer: The Howe Company.

For details use enclosed card—refer to HT 1684



No Better Gifts! NO BETTER SALES

There are no better Christmas Gifts than SpeedWay Tools—for every man be he a full fledged craftsman, handy man or just a "linker," appreciates good tools, especially handy power tools—that he can "run". SpeedWay Tools enjoy a universal market—for they are as practical for the small apartment dweller with a kitchen table shop as for the man with large basement full of heavy equipment. They are priced right for Gift sales too.

EACH SPEEDWAY TOOL SELLS OTHERS

There's more than the first profit in every SpeedWay Sale... Each Hand Grinder sold opens the way for repeating accessory sales. Each drill sold creates a live prospect for a Drill Stand, Bench Grinder, a Kit, and a Router Frame and opens the way for other profitable business.

Display, talk and sell SpeedWay Tools.

SPEEDWAY MANUFACTURING COMPANY
1882 So. 52nd Ave.
Cicero, Ill.



For details use enclosed card—refer to HT 1685

CONCRETE FLOORS CAN BE DYED, ENAMEL COATED WITHIN HOUR



Description: Now being introduced is Dye-Crete stain and Dye-Crete defensive coating, which together color and dust-proof concrete floors so that color becomes an actual part of the cement. The stain penetrates deeply into the concrete becoming part of it so that the latter remains the same color to the depth of the Dye-Crete penetration. Second operation consists of applying the synthetic enamel which adheres solidly to the stained concrete, is not affected by moisture or lime and is resistant to alcohol, gasoline and many other chemicals. The processes can take place within an hour.

The first step is a flat finish; the top coating, a gloss. Both stain and coating are supplied in red, grey, green and brown.

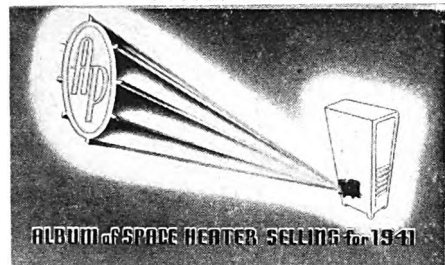
Manufacturer: Wilbur and Williams Co.

For details use enclosed card—refer to HT 1686

Mr. Store Manager!

Can YOUR Salesmen answer these Questions?

- What do people buy in an Oil Heater?
- What do they want to know about the Heater they buy?
- What are the Sales Advantages of THERMOSTATIC Heater Control?
- Can two or more Heaters be used with ONE bulk oil tank?
- Where can I sell QUANTITY installations?
- Why is DEPENDABLE Oil Control important to Heater Sales and Profits?
- Who uses A-P DEPENDABLE Oil Controls... and WHY?



• This New Book Answers ALL these questions... and MORE

It is written to help you and your Salesmen to more sales of all Oil-Burning Appliances. If the information it contains puts extra dollars into your cash register—or into salesmen's pockets—our time will be well spent.

Tell us how many "A-P Albums" you need for salesmen's use. They're free to all retailers.

AUTOMATIC PRODUCTS COMPANY
MILWAUKEE WISCONSIN



For details use enclosed card—refer to **HT 1687**

UTILITY KNIFE HAS FOUR BLADE LENGTHS, PLASTIC HANDLE



Prospective Uses: Home, school, shop, hobby work, and general pocket use.

Dealer Help: Illustrated is a dealer display for the many purpose utility

knives which have handles of unbreakable plastic, manufactured in a wide range of colors. The display requires only 6 x 4 in. in space.

Sales Features: The knives may be operated with one hand and provide four blade lengths with a mere press of the finger, securely locking in any of the four positions. Blades are made of carbon steel that will retain a keen cutting edge, it is stated. File or palette blades may be obtained without additional cost.

Manufacturer: Gits Molding Corp.

For details use enclosed card—refer to **HT 1688**

DEALER Helps

ELECTRICAL APPLIANCES

"Glamour Giving" is the title of a new promotion campaign to attract the year 'round gift buyer to hardware stores selling small electrical appliances. Introductory note in the drive is centered on the 12-month sale of wedding gifts. Decorated with a bridal bouquet on its cover, a new portfolio outlines Universal's electrical trousseau plan. Highlights of the wedding gift profit-hunt include a gift chest package to hold a trio of appliances, acetate display packaging, mats, display cards, "Your Bridal Sketchbook," containing hints on choosing the trousseau, and "So You're Going to a Wedding," a leaflet for counters. Landers, Frary & Clark.

For details use card—refer to **HT 1689**

BASKETS AND HAMPERS

"Baskets and Hampers" is the title of a new double folder to fit in dealers' files. One-half of the folder contains the 1941 catalog of this line of baskets while the other section contains a merchandising program and a stock control and sales record plan. Burlington Basket Co.

For details use card—refer to **HT 1690**

RADIO TUBES, LAMP BULBS

Radio tubes and incandescent lamps are the dual theme of a folder now being distributed to dealers. Several dealer helps features are told about in this printed material. Ken-Rad Tube & Lamp Corp.

For details use card—refer to **HT 1691**

New LITERATURE

ELECTRIC FANS

"Here's How to Beat the Heat" is the title of a folder explaining the operations of giant air circulators. The Ozonoator which generates ozone to make the air bracing and invigorating also is described. Allied Radio Corp.

For details use card—refer to **HT 1692**

LIGHTING PLANTS

Hardware dealers interested in obtaining information about lighting plants and generators will wish to obtain a copy of a new catalog packed full of such facts. Described at length are 110 volt AC lighting plants, 32 volt and 110 volt DC lighting plants, 110 volt AC generators, 32 volt and 110 volt DC generators, rotary converters, frequency chargers and diesel plants. Kato Engineering Co.

For details use card—refer to **HT 1693**

FUEL CONSERVATION

To aid the government save fuel for transportation, "82 Ways to Conserve Fuel for Defense—Without Sacrifice of Home Comfort," a consumer's booklet, has just been released. General Motor Sales Corp.

For details use card—refer to **HT 1694**

WAXOFF STICKERS

If dealers obtain Waxoff stamps—sounding a warning to the public to remove old wax, oil or grease before revarnishing—they will be taking insurance measures against hearing the old refrain "the varnish didn't dry." Shalk Chemical Co.

For details use card—refer to **HT 1695**

VENTILATION

"Vitalized" ventilation is described by diagrams and installation photographs in electric ventilating catalog No. 141. Instead of fans that merely stir up air that is already in a building, Ilg apparatus is said to be built on the "exhaust" principle, which means complete and frequent air change. Ilg Electric Ventilating Co.

For details use card—refer to **HT 1696**

DOOR HOLDERS, CLAMPS

Several models of door holders, their measurements, and uses are listed in a new publication with space for the dealer's imprint on the back page. A folder, entitled "Double Action," explains the operation of dual grip clamps. Grand Specialties Co.

For details use card—refer to **HT 1697**

ELECTRIC JIG SAWS

The advantages of Syncro electric jig saws are portrayed in a folder with ample space for dealer imprint. Details concerning the Syncro hobby saw are listed in a catalog sheet. Syncro Devices, Inc.

For details use card—refer to **HT 1698**

BUILDERS' HARDWARE

Anticipating a great increase in the store remodeling and building business this year, this company has just released a commercial entrance hardware catalog as part of a new sales program for commercial building. A line of entrance trim for use on every kind of commercial job is presented in the book. P. & F. Corbin.

For details use card—refer to **HT 1699**

WATER SYSTEMS

Announcement is being made of the completion of a 1941 catalog, chiefly devoted to data on all models of the Burks Niagarette super turbine shallow well systems and Burks vertical centrifugal and super-turbine eductor deep well systems. Interested dealers or jobbers may obtain copies free of charge. Decatur Pump Co.

For details use card—refer to **HT 1700**

STEEL EQUIPMENT

To commemorate its 30th anniversary, this steel equipment firm is issuing a catalog for general commercial and industrial use and also to portray the company's entire line. Products included are steel fixtures and equipment for storage and display. Aurora Equipment Co.

For details use card—refer to **HT 1701**

PLASTIC DOLL HAS SKIN LIKE BABY; CRIES, TOO



Sales Features: Because her all-plastic doll, a Magic Squeeze, feels just like a real baby, the young miss, photographed above, seems most pleased. Her doll can clasp her hands, and cries when either leg is squeezed and upon being placed in a horizontal position.

Package and Shipping Weight: No. 9-615, 16 in. long, has a shipping weight 1½ lbs., and is shipped in minimum lots of six; Model 9-519, 19 in. size, weighing 2 lbs. when shipped, is delivered in quantities of four; 9-522, 22 in. size, with a shipping weight of 2¾ lbs., also is sold in quartet lots.

Retail Prices: \$3, \$4, and \$5 each.

Manufacturer: Ideal Novelty and Toy Co.

For details use enclosed card—refer to **HT 1702**

COLORFUL PLUG FUSE DISPLAY WILL ATTRACT ATTENTION



Dealer Helps: A display stand filled with ten five-unit cartons is the most current sales-aid offered to dealers by Trico Fuse Manufacturing Co.

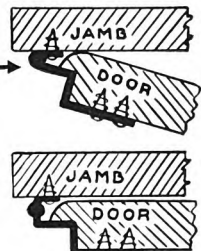
to boost the sale of its Colortop Plug Fuses. The new display occupies scarcely more than one-fourth square foot of space, and will add color to counters, windows or islands in stores.

Manufacturer: Trico Fuse Manufacturing Co.

For details use enclosed card—refer to **HT 1703**

Amerock
Achievements!
RAISED-JOINT HINGES

With ordinary hinges, door may bump and chip paint on jamb, also straining hinges and screws.



"Amerock" raised-joint, semi-invisible hinges permit doors to open completely without strain on hinges or screws. Sturdy 5-knuckle joints on all hinges guarantee sagless doors, smooth, quiet operation, and longer life.

AMEROCK FOR ACTION!
ASK YOUR JOBBER
Copyright 1941
AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

For details use enclosed card—refer to **HT 1704**

WALLPAPER VANISHES QUICKLY WHEN NEW REMOVER IS EMPLOYED



Features: Tat Stripsoff, wallpaper remover, is claimed to easily remove paper wall covering which would take hours to detach from the wall if water were used. It is said to penetrate even most of the toughest, washable wallpaper and dissolve the paste.

To obtain Stripsoff solution, the manufacturers recommend that one part of the concentrate be diluted in 32 parts of water. Four ounces of Stripsoff produce one gallon of solution, enough to remove paper from an average size room. The new item may be

used to clean painted surfaces or walls before paint is applied. Available in packages ranging from two ounces to a gallon, the concentrate is shipped transportation free to any point in America.

Dealer Helps: The display stand, shown above, may be obtained by dealers who order this product.

Manufacturer: Solicide Laboratories.
For details use enclosed card—refer to **HT 1705**

REEL AIDS HANDLING OF CLOTHES LINE

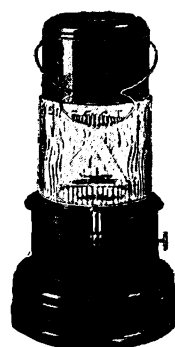


Description: Illustrated is an outdoor clothes line reel in black finish which is equipped with suitable hooks and has a capacity of 100 ft. of No. 7 braided line. The item is not equipped with line. It measures 6½ in. in diameter and has a width of 3½ in.

Package and Shipping Weight: Packed one to a carton, Jumbo No. 187 has a shipping weight of 3 lbs.

Manufacturers: Patent Novelty Co.
For details use enclosed card—refer to **HT 1706**

TWO LOW-PRICED MODELS ADDED TO LINE OF KEROSENE HEATERS



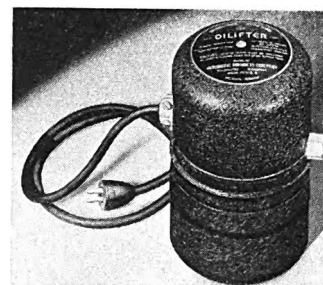
Description: Resting on a circular base instead of legs, Model No. 735, a kerosene-burning portable heater, now is being introduced to the mechanical world. This heater has a firebowl drum or globe of Pyrex brand glass which makes the flame visible. Of similar design is Model 730 which has a metal drum. Simultaneously with the introduction of these heaters, the company has discontinued several old models of this line, reducing the total of current numbers from 13 to 8.

Retail Prices: The heater with the transparent center, photographed here, is \$10.95; Model 730, \$8.25. Prices are slightly higher in the far West.

Manufacturer: Perfection Stove Company.

For details use enclosed card—refer to **HT 1707**

AUTOMATIC HEAT SUPPLIED BY SELF-PRIMING OILIFTER



Prospective Uses: Because it is self-priming and self-starting, the new Oilifter, illustrated above, is ideal for use in hotels, tourist courts, garages and any other place where more than one heater is used.

Sales Features: Eliminating the necessity of "bucketing" the oil in order to have the tank full, the 1941 Model 246 Oilifter supplies users of gravity-fed oil-burning space heaters with completely automatic heat. This product is very effective for multiple unit installations as it makes possible the use of a large supply tank and the purchase of oil in quantities at lower prices. At a 25 foot lift, the Oilifter has an operating capacity of two gallons per hour. After the first priming, the product need never be primed again because a check valve and reserve cup insure operation. Installation costs are lowered by a wall bracket furnished with each unit and enabling easy installation on any wall or in the filler opening of a standard supply tank. Each Oilifter is supplied with this company's fuel oil Trap-It which does not permit dirt to get into the mechanism and cause excessive wear.

Manufacturer: Automatic Products Co.
For details use enclosed card—refer to **HT 1708**

BULB EXTRACTOR CONSTRUCTED TO FIT 10 TO 300-WATT BULBS



Sales Features: By moving the ring up or down, the bulb extractor, making its pictorial debut here, may be adjusted to fit bulbs from sizes 10 to 300 watts. Lower part of the implement is constructed of aluminum tubing; upper section of springsteel covered with rubber. This product eliminates the danger of burned fingers which often result when bulbs are changed.

Suggested Retail Price: \$1.25 each.

Manufacturer: Fibro Manufacturing Co.

For details use enclosed card—refer to **HT 1709**

NEW
MODERN-LINE PLATED Red Devil GLASS CUTTERS



New standard handles on all models. Heavily plated and polished.
Perfect finger rest. Long-life, machine made uniform alloy steel wheels.
Oversize hard bronze axle, smooth operation. Pregreased. Rustproof.
LONDON P. SMITH, INC.
IRVINGTON, N. J.

NO. 024 New VISIBLE DISPLAY! NO. 023

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS
FLOOR SANDING MACHINES • ELECTRIC FENCERS

For details use enclosed card—refer to **HT 1710**

DEALER DISPLAY DRIVE TO BOOST GLASSWARE



Dealer Helps: Largest fall advertising campaign in history of this company now is being launched featuring Pyrex ware all-glass cooking utensils. Concurrently with the campaign consisting of 55,000,000 advertisements, 25,000 stores will feature Pyrex ware in windows and on store counters.

New display material centering about the advertisements has been sent to dealers. Designed for retailers is a two-burner stove display measuring 24 in. high x 20 in. wide, two display cards and three attractive price tickets. Among Pyrex glassware highlighted will be the company's percolator, saucepan, double boiler, casserole, pie-plate, and utility dish.

Manufacturer: Corning Glass Works.
For details use enclosed card—refer to **HT 1711**

GET THIS BIG-VALUE CHEF'S KNIFE!

IN NEW ASSORTMENTS OF

BOSS *Gloves*

Sensational
Store-Tested
CHEF'S KNIFE OFFER

SKYROCKETS WORK GLOVE SALES




Work glove sales zoomed upward as much as 200% in test stores of every size and type when this Chef's Knife was offered for only 25c and the Boss Bureau of Standards Certificate packed in every pair of genuine Boss gloves. This sensational offer is made to introduce famous BOSS quality to millions of new users.


ACTUAL KNIFE ON DISPLAY CARD! A colorful display card featuring this offer is packed with 3 new assortments of BOSS gloves—and an actual Chef's Knife is mounted right on the card! Your customers can actually see the knife itself and *know* what a sensational offer it is. And after it has been on display you may sell it for 25c or keep it for your own use.


ORDER BOSS ASSORTMENTS NOW! To get your Chef's Knife, simply order one of the Boss Assortments featured by your jobber—1 dozen each of three fast-selling Boss numbers packed in bright, colorful display container shown above. Refill display container with *any* Boss gloves—knife offer applies to complete Boss line.




All Boss assortments contain 3 doz. gloves—1 doz. each of 3 numbers from group at left.

 SAME TYPE AS USED IN FAMOUS HOTELS AND RESTAURANTS!

 HIGH-CARBON STEEL FOR SUPER-SHARP EDGE

 CHROME-PLATED TO RESIST STAINS

 FOR CHOPPING, SLICING AND CARVING

**KNIFE
SHOWN
ACTUAL
SIZE**



FOUR NEW SALES HELPS ARE INTRODUCED FOR MODEL KITS



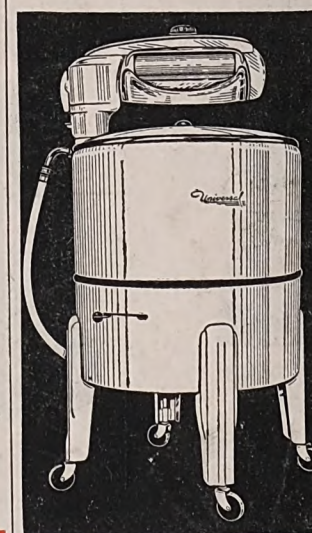
Dealer Helps: A poster, catalog-circular and two model kit displays, all of which are illustrated here, now may be obtained by retailers to promote the sale of model assembly kits. Measuring 21 in. by 28 in., the poster may be hung on a wall or placed in a window. The booklet contains illustrations and descriptions of the company's complete line of artillery, tank, airplane, ship, locomotive and furniture kits in 8½ in. x 11½ in. file size. The model kit displays feature assembled ship and airplane models and have a transparent plastic covering.

Manufacturer: Strombeck - Becker Manufacturing Company.

For complete details use enclosed card—refer to **HT 1712**

← For details use enclosed card—refer to **HT 1713**

WASHER HOLDS 26 WATER GALLONS; HAS 9-IB. CLOTHES CAPACITY



Sales Features: Termed a "new universal fall special" by its manufacturers, the large, 9-pound capacity washer in this photo, holds 26 gallons of water to the edge of the tub and 21 gallons to the waterline. The tub is white porcelain-enameled on both the inner and outer sections. Model E348 is available with a pump; and Model E248, without a pump. The machine is claimed to operate very quietly.

Dealer Helps: A dealer point-of-sale promotion package contains window banners, a display, broadsides, and counter folders.

Shipping Weight: No. E348 weighs 185 lbs.; No. E248, 180 lbs.

Retail Price: \$69.95. An additional \$10 will be charged for pump.

Manufacturer: Landers, Frary & Clark.

For details use enclosed card—refer to **HT 1714**

Ask Your Jobber! **THE BOSS MANUFACTURING COMPANY**
GENERAL AND SALES OFFICE, KEWANEE, ILL.

HARDWARE *Today*

SCANNING THE FIELD *for Ideas*

MAKING SALES EASY

"Make it easy for the customer to buy" is the motto that spurred a hardware store owner in Arizona to convert his business into one of semi-self-service type. Under his present arrangement, only one service counter is provided. On the shelving beyond this counter are large items or those which are most vulnerable to theft or breakage. Everything else is out on open display on a series of center tables. This dealer maintains that desire for ownership increases when the customer can handle the merchandise himself.

A CLOCK OF CLOCKS

Dealers who would like a rapid turnover in clocks might pattern a window display after that introduced by a store on the West Coast. A large clock was formed by a cardboard hexagonal background dotted with twelve clocks each of which represented an hour figure. A fork and knife masqueraded for time hands. Card near display read, "Cooking is easier and more successful, too, if you time it by a dependable clock."

ICE CARDS ARE CLUE

A dealer in DeKalb, Ill., recalls that some years ago, ice cards which were then very numerous, were not very good leads for the average retailer to pursue. Currently, he reveals, ice cards are much fewer in number and represent good leads indicating future refrigerator patrons.

CATCHING THE CONSUMER'S EYE

Stacking small items near the cash register is a favorite recipe for extra sales employed by a hardware dealer in Massachusetts. A variety of objects occupy this transitory spot. One week, he places irons in this exhibit; the next, Christmas gifts for a specific member of a family. These "added" items set important sales records over a period of time, he reveals.

(Continued on page 10)

**OCTOBER
1941**
Vol. 2 No. 10

The call to outdoor adventure—echoed by the opening of the duck hunting season this month—is being answered by thousands of men who are eagerly donning sports clothes, hauling out their guns and setting off to shoot ducks, geese, and other species of wild life. Typical of this set is the sportsman to the right with his gun poised in mid-air. Equipment for this sport now is being supplied by hardware stores throughout America.



COLLAPSIBLE DUCK DECOYS EASY TO CARRY, TO INFLATE



Sales Features: Simple to carry and handle, Deancoys—collapsible duck decoys—weigh only about 4 ounces each and are made of durable latex. Dozens of these collapsible decoys may be carried in the pockets of a hunting coat.

"They can be inflated with an easy puff," explains Mr. Dean, the manufacturer. "Many hunters prefer them to live ducks as they can be depended upon to move at the right time to attract flocks overhead. We made our decoys mallards since all ducks defer to them. If a mallard alights on water, other ducks follow."

Description: Natural duck colors are ingrained in the latex, thereby eliminating any need for repainting. It is claimed that the decoys will last for years with proper care which consists of blowing a little talcum powder inside and storing them in a cool, dark place.

Manufacturer: Dean Rubber Mfg. Co.

For complete details use enclosed card—refer to **HT 1715**

CAMOUFLAGE CAPE PERMITS HUNTER TO FADE INTO LANDSCAPE



Prospective Uses: Ideal for wearing when tending decoys, picking up birds, hunting from open duck boat, hunting from the shore where there is no cover, in open field where birds traverse or feed or for "pass" shooting.

Description: Made in one standard size which fits all hunters, large or small, the canvas camouflage cape is sewed with special loops of elastic webbing to be filled with handfuls of hay, grass, or any other disguising material. When willow branches, rushes, swamp grass, hay, brush, straw, thistles, weeds or corn stalks are stuffed into the loops, the wearer fades into the landscape. The cape is designed so that it does not interfere with shooting and is "olive drab" color. It weighs 1¾ lbs. and is water-repellent.

Dealer Helps: Display stands and circulars are available to retailers.

List Price: \$5.50.

Manufacturer: Hastings Canvas & Mfg. Co.

For complete details use enclosed card—refer to **HT 1716**

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BEAUTY, UTILITY TO BE STRESSED IN COFFEE BREWER YULE CAMPAIGN



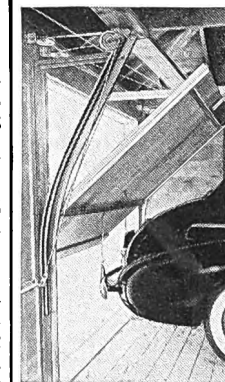
Dealer Helps: Beauty of design as well as utility will be starred as highlights of its line of glass coffee brewers in national advertising and dealer helps soon to be introduced in a Christmas merchandising campaign by this company. Chief dealer helps will be window streamers, and blue and yellow display cartons containing a coffee brewer model or set and bearing a "Merry Christmas" sticker in Yule colors.

Description: Illustrated in the array of items above, all of which will be featured for Christmas selling, are: the royal 8-cup coffee brewer, the royal deluxe tray set that includes a maple tray, an electric coffee brewer, sugar bowl and cream pitcher. The royal brewer may be obtained in ivory or walnut-tone trim. Also numbered as part of the complete ensemble are a matching handle, a safety-stand funnel holder and a coffee measure.

Manufacturer: Cory Glass Coffee Brewer Co.

For complete details use enclosed card—refer to **HT 1717**

E-Z SET PROTECTS GARAGE DOOR FROM RAVAGES OF WEATHER



Sales Features: Presented pictorially above is the E-Z over door set which removes the door from exposure to weather elements; thereby, eliminating collections of snow, water and trash. Self-centering pulleys permit perfect balance of the door in any position and also easy fingertip operation of the set, the manufacturer states. The user need not stoop to open the door when this appliance giving full clearance to cars is employed. The set may be applied to either new or old doors. There are just three simple steps to be followed

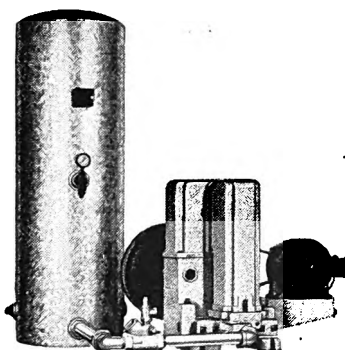
for installation of the set.

Retail Price: \$24.

Manufacturer: The Loudon Machinery Co.

For complete details use enclosed card—refer to **HT 1718**

SILENT OPERATION IS FEATURE OF NEW DEEP-WELL WATER SYSTEM



Prospects: Farmers and home-owners.

Sales Features: Silent operation is one of the claims to fame of the deep-well, electric water system, shown above, which is known as the "Monitor Silent Flow." The silence of the pump is the result of precision manufacture utilizing a battery of new automatic machines. The system's drive gear and pitman bearings are in a single plane, eliminating all tendency of gears to become misaligned. The main line of action of the pump head is offset only 4 in. from the well center, yet a full 3 in. plunger can be pulled out of the well without removing the working head. The air pressure pump is also removable without dismantling the pump. The oil pump is valveless with a hollow plunger rod that acts as its own oil line, bathing all bearings with a flood of oil. The machine is sealed in a streamlined, sound-deadened "iron vault" case, with a red "wrinkled" finish.

Description: Cylinder sizes provided are 1-11/16 in., 2 in., 2 1/2 in., and 3 in. Electric motors are available in 1/3, 1/2, 3/4, and 1 H. P. sizes, depending upon well depth.

Price: Complete with 1/2 H. P. motor and pressure tank, the "Monitor silent flow" system sells for \$133.

Manufacturer: Baker Manufacturing Co.

For complete details use enclosed card—refer to HT 1719

CHEMICALLY-TREATED CLOTH KEEPS FOG FROM WINDSHIELDS



Sales Features: Illustrated is a display featuring No Fogg, a chemically-treated cloth that keeps fog and mist off windshields for 24 hours in warm weather and from two to four hours after it is used in winter. Applied to the outside of a windshield, the chemical cloth prevents

raindrop formation. It is also recommended to keep bathroom mirrors from steaming, to ensure clear vision from eye glasses and kitchen windows, and for use on showcases.

Dealer Help: Each retailer selling this item is provided with a demonstrator. Important to this exhibit is an electric vaporizer attached to a stand under a swinging mirror. A press of the button vaporizes the mirror. Then the dealer wipes a portion of the mirror with No Fogg and releases steam again to show the product's value.

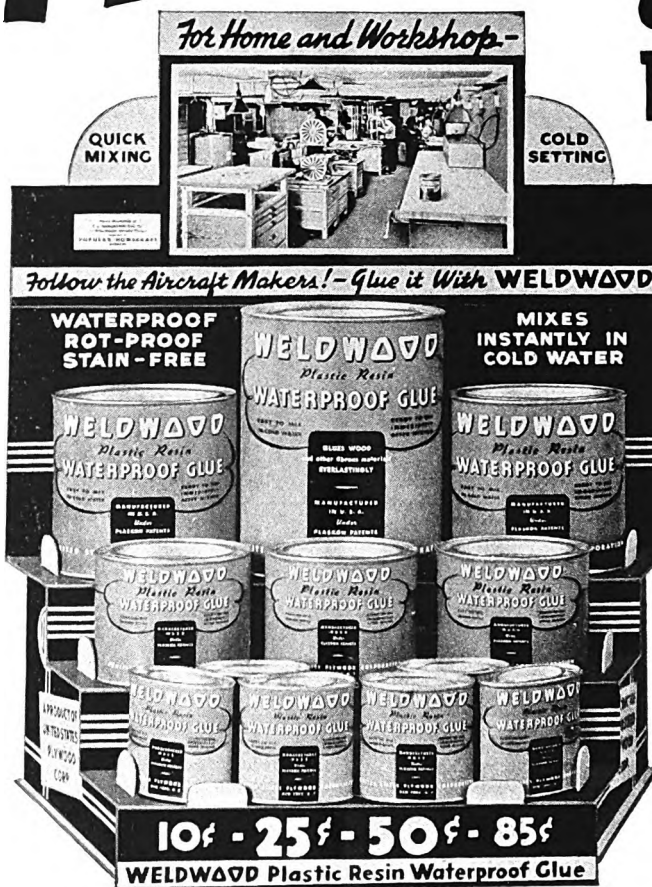
Retail Price: This product is packed in compact, colorful counter dispensers, available in 25c, 50c and \$1 sizes.

Manufacturer: Soilicide Laboratories.

For complete details use enclosed card—refer to HT 1720

FREE-2 CANS

and this Powerful Demonstrator with this Unique WELDWOOD GLUE Deal.



*SHIPPED SET UP

You'll like this rapid sales-making display, built on an entirely new principle. Not a box, not a nest of cans, but a three tier, unobstructed platform with every one of the 12 cans in place... no arranging. Shipped in individual cartons. Pull out display, remove shipping protection, lock easel, and start it a'selling WELDWOOD GLUE.



We want every dealer to profit from the keen consumer demand for WELDWOOD Plastic Resin WATERPROOF GLUE. That's why this forthright, unusual deal has been created,—that's why no stock order is demanded.

EVERY dealer is given this opportunity to display all four popular sized cans of WELDWOOD GLUE on the smallest kind of investment.

Public acceptance of WELDWOOD Plastic Resin WATERPROOF GLUE for household use has been phenomenal because WELDWOOD does its job so well. It is WATERPROOF, ROT FREE, STAIN FREE, and enduring. It is the Glue of the Aviation Industry, the Professional Woodworker, the Marine Field, the Building Trade, and America's great army of Hobbyists and Model Builders.

YOU GET FREE:

*ONE UNIQUE DEMONSTRATOR, especially packed, shipped set up.

*TWO cans WELDWOOD GLUE, No. A10 size.

YOU BUY ONLY:

- | | | |
|------------|--|--------|
| 1 No. D100 | 1 lb. can WELDWOOD GLUE, 85¢..... | \$1.85 |
| 2 No. C50 | 8 oz. cans WELDWOOD GLUE, 50¢..... | 1.00 |
| 3 No. B25 | 3 1/2 oz. cans WELDWOOD GLUE, 25¢..... | .75 |
| 4 No. A10 | 1 1/2 oz. cans WELDWOOD GLUE, 10¢..... | .40 |

Retail \$3.00

(Less regular discount)

ORDER WELDWOOD GLUE DEAL No. W1 from your favorite jobber. If your jobber can't supply you, send the coupon.

UNITED STATES PLYWOOD CORP.

World's largest producers of Plywood

616 West 46th Street, New York, N. Y.

WELDWOOD

PLASTIC RESIN

WATERPROOF GLUE

—Attach to firm letterhead—

UNITED STATES PLYWOOD CORP.

Please send us the name of nearest jobber carrying WELDWOOD GLUE.

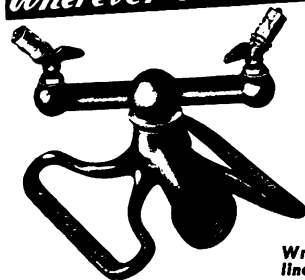
Company.....

Address.....

Signature.....

For complete details use enclosed card—refer to HT 1721

SPRINKLER SALES GO WAY UP Wherever the MARCH ACE is offered



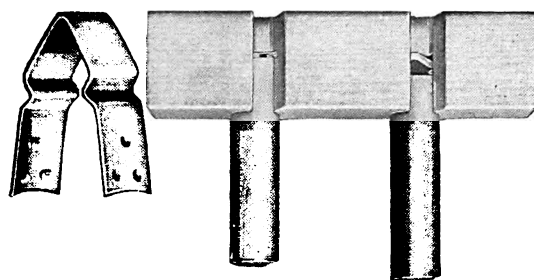
The finest small lawn sprinkler on the market today. So outstanding in operation that each one sold gains new customers for you. Covers up to 30 ft. circles with even distribution. Exceptionally well made and attractively priced.

Write, TODAY, for catalog of complete line. Please furnish name of your jobber.

MARCH AUTOMATIC IRRIGATION CO., MUSKEGON, MICH.

For complete details use enclosed card—refer to **HT 1722**

CHAIR RUNG ANCHOR IS CURE FOR WOBBLY CHAIRS



Description: When the chair rung anchor, shown above, is driven into the wood, the V tip of the rung anchor flattens out, and digs into this substance, thereby making it impossible to remove or loosen the ring.

Dealer Helps: Display portraying the operation of rung anchors includes one rung partly inside the block and another rung completely inserted in it. The model is included with an order for 1/2 gross cards containing ten anchors each or for 10c. To obtain a catalog of the item, dealers may contact the firm.

Retail Price: Ten anchors attached to card is sold for a dime.

Manufacturer: The Stanley Works.

For complete details use enclosed card—refer to **HT 1723**

SIX ELECTRIC COFFEE MAKERS OFFERED FOR PRICE OF FIVE

Dealer Helps: In response to requests from dealers, this company is offering an electric assortment of glass coffee makers featuring six models for the price that five ordinarily would cost. Known as the W-M-E assortment, the "special offer" consists of four Bretton 8-cup models, one Saratoga 6-cup model, and one Bretton 6-cup model, which is given free of charge.

Each of the six units includes upper and lower bowl covers, Dippex measuring scoops, and a dozen extra cloth strainers. The Saratoga model also includes a matching serving tray.

List Prices: The Bretton 8-cup model lists for \$5.95; the Saratoga 6-cup model for \$7.95, and the Bretton 6-cup model for \$5.45.

Manufacturer: The Silex Co.

For complete details use enclosed card—refer to **HT 1724**

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . . Radios . . . Stoves . . . Heaters . . . Farm Implements . . . Garden Tools . . . Seed . . . Janitor Supplies . . . Sporting Goods . . . Toys . . . Wheel Goods . . . Games . . . Gadgets . . . Gifts and Novelties.



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MEMBER **CEA**

HARDWARE TODAY is distributed each month to rated hardware dealers and the buying and sales executives of hardware wholesalers. Subscription price (to other than selected readers) \$2.00 per year, 20 cents per copy.

PLASTIC SYNTHETIC REPAIRS ALUMINUM POTS AND PANS

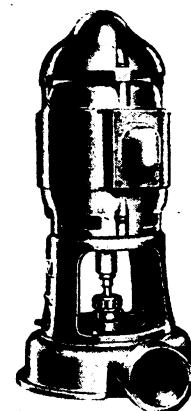


Sales Features: So-luminum, a new synthetic plastic mends aluminum pots and pans, porcelain, granite and iron kitchenware and all articles made of metal and metal alloys. A drop squeezed on a hole, crack or joint dries and becomes hard overnight. When dry, the repaired patch will stand the heat of boiling water and direct flame. The tubes are attractively packaged. Each tube is mounted on an individual display card.

Manufacturer: So-Lo Works.

For complete details use enclosed card—refer to **HT 1725**

CENTRIFUGAL PUMPS TO BE USED FOR IRRIGATION OR CIRCULATION



Prospective Uses: These pumps are claimed to be ideal for pumping from shallow wells, ponds or ditches; and for installation as circulation or booster units.

Description: This new line of centrifugal irrigation pumps was especially developed to provide a series of shallow well pumps for surface and overhead irrigation purposes as well as other installations requiring large volumes of water. More than 50 models of pumps are available in three types and in sizes from 1 1/2 to 15 HP, thus supplying a pump which is engineered to individual requirements.

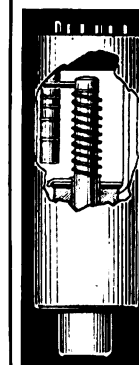
The three types include the horizontal directly-connected electric motor-driven units; horizontal belt drive units which are designed for installations where the user already has a source of power for the pump; and vertical units, like the one above, which is recommended for small pits and industrial plants where floor space must be conserved.

Sales Features: Streamlined in appearance and in performance, these pumps are engineered to deliver a maximum of water with a minimum of effort, according to the manufacturer. Only one moving part—the spinning bronze impeller—and absence of close or rubbing fits, results in a long-lived, dependable unit, little affected by a normal amount of sand or silt, the company claims. A bulletin describing the pumps is available to dealers.

Manufacturer: Jacuzzi Bros., Inc.

For complete details use enclosed card—refer to **HT 1726**

"RHYTHM MASTER" TIMES NOTE SEQUENCE IN 1942 DOOR CHIMES



Sales Features: Highlighted in the introduction of 1942 models of electric door chimes is a newly-designed timer which controls the note sequence in certain multi-note models and is claimed to represent an advance in mechanical performance. The timer, named "rhythm master," is shown above. It has only one moving part, and this is submerged in oil within a hermetically-sealed steel cylinder. Performance is noiseless and wear almost eliminated, according to the manufacturer.

Description: Among the headline numbers in the line are three models known as "The Autograph Series" which are styled by Russell Wright and encased in plastic; the "Americana Series," featuring two-tone housing; and the "Master Series" comprising multi-note models of higher price range and featuring the "Cambridge."

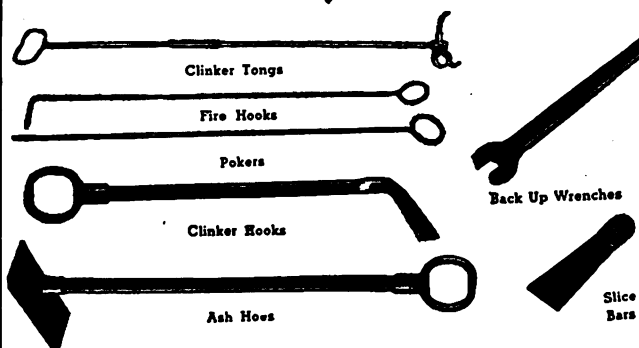
Dealer Helps: Finished in two-tone washable colors are the new display boards which secure each chime to a bracket by use of a few removable screws, thus permitting replacement of chime. Also available is metal stand to convert wall display to floor type. A catalog also has just been released.

Retail Prices: "Autograph Series" range in price from \$4.95 to \$9.95.

Manufacturer: The A. E. Rittenhouse Co., Inc.

For complete details use enclosed card—refer to **HT 1727**

FARRELL-CHEEK FIRE-FIXER *tools*



PICK UP ADDITIONAL PROFITS DURING THE HEATING SEASON BY HANDLING THIS POPULAR LINE OF FURNACE TOOLS.

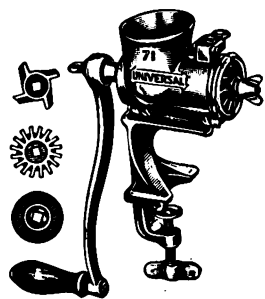
Ask your jobber for 1941 Catalog, or write direct to:—

FARRELL-CHEEK STEEL CO.

SANDUSKY, OHIO

For complete details use enclosed card—refer to **HT 1728**

FOOD CUTTER UNCLAMPS INTO TWO HALVES TO PERMIT EASY CLEANING



Description: Illustrated is Model No. 71, the regular family size "swing-a-part" food cutter. There are four sizes of cutters ranging from coarse to fine, all of which are photographed here. The cutter has a capacity of 2 lbs. per minute. Diameter of hopper measures 3 in. by 2½ in.; the barrel, 3½ in. by 2¼ in. The barrel extends 2¼ in. above the table.

Sales Features: When unclamped, the food cutter swings apart, exposing two halves that can be washed, cleaned and sterilized quickly. Other features of the device are self-sharpening knife blades and a gutter below the case which catches juices.

Package and Shipping Weight: Universal Model No. 71 is packed individually in a carton; six to each case. A carton weighs 5½ lbs. a case, 32 lbs.

Manufacturer: Landers, Frary & Clark.

For complete details use enclosed card—refer to **HT 1729**

FAN-EQUIPPED OIL HEATER NOW OFFERED AT MODERATE PRICE



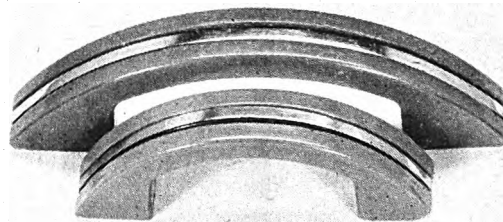
Description: Illustrated is a moderately-priced circulating heater with a built-in heat driver. The fan-equipped oil heater is 38 in. high, 26 in. wide, and has a 21 in. deep overall. It is finished in "stipp-l-brown" porcelain enamel. A single 8 in. flexi-flame pot-type burner, with the new perforated pilot ring, is controlled by a valve in the front of the base, and is readily accessible through a drop door. Burner operates within a porcelainized fume-tight combustion chamber with heat saver connected to flue. The heat driver fan has a 30-watt motor and operates on standard 60 cycle 110 volt alternating current.

Sales Features: It is claimed that the heat driver speeds up distribution of heat, and also promotes extra comfort in summer by providing a cooling circulating of air.

Manufacturer: Florence Stove Company.

For complete details use enclosed card—refer to **HT 1730**

PLASTIC HANDLES MAY BE USED WITH WIDE RANGE OF PRODUCTS



Prospective uses: Fiesta handles may be used for home and office furniture, industrial equipment, electrical appliances, stoves, radios, refrigerators, kitchen cabinets, store and bar fixtures, and with many other types of equipment.

Sales Features: The pattern of these handles is said to harmonize with current design trends in a wide range of products. Highly resistant to cracking and chipping, the handles cannot fade or tarnish, state the manufacturers. Fiesta handles are available in red, green, blue, ivory and black colors. Only non-restricted acetate plastics are used in their production.

Manufacturer: Continental Plastics Corp.

For complete details use enclosed card—refer to **HT 1731**



**...and a year 'round
PROFIT-MAKER for you!**

You'd almost have to have been a hermit for the past 45 years not to know and recognize the name "3-IN-ONE" Oil! This year for instance, a long list of CBS Radio stations tells the "3-IN-ONE" Oil story every week of the year—and over two-score magazines carry "3-IN-ONE" ads to all parts of the country. This promotion can affect your sales to the fullest if you keep "3-IN-ONE" Oil out in plain view. Don't make a hermit out of your "3-IN-ONE" stock—and watch those extra profits pile up.

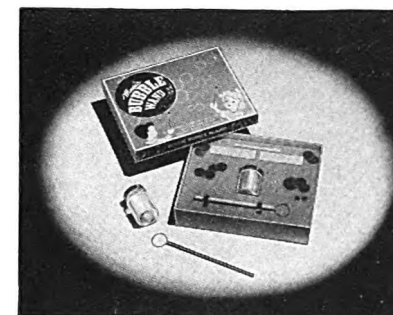
THE A. S. BOYLE COMPANY

Distributors

Jersey City, N. J.

For complete details use enclosed card—refer to **HT 1732**

TRIO OF BUBBLE SETS INTRODUCED FOR CHILDREN



Prospects: Children.

Sales Features: The trio of new bubble sets produced by this firm are absolutely safe, claims Toy Creations, Inc., adding that the items are non-injurious, sanitary, do not contain caustics, nor contact mouth of child using set.

Package and Shipping Weight: No. 29 bubble set is packed six dozen to a carton and weighs 40 lbs.; No. 59, three dozen to a carton and weighs 44 lbs., and No. 15 re-fill, six dozen and one gross to a carton with a weight of 50 and 100 lbs.

Retail Price: No. 29 bubble set retails at 25c; No. 59, at 50c; No. 15 re-fill, at 15c.

Suppliers: Wholesalers, nationally.

Manufacturer: Toy Creations, Inc.

For complete details use enclosed card—refer to **HT 1733**

NEW QUICK TYPE LOADING CARTRIDGE

CALBAR Caulk-O-Seal

WITH CARTRIDGE EJECTOR GUN

Use Caulk-O-Seal in the new Vulco Fibre Cartridge lined with cellophane. Special construction of Calbar High Pressure Gun and Cartridge eliminates all back-firing and leakage. Quick action. No waste. Always clean. Caulk-O-Seal is superplastic, weatherproof. Holds fast. Easy to apply. Comes in Tubes, Cans, Drums, CARTRIDGES. Black and 12 Colors. Send for Color Chart.

YOUR JOBBER CAN SUPPLY YOU.

Calbar Paint & Varnish Co.

Mfrs. of Technical Products
2612-26 N. MARTHA ST.
PHILADELPHIA, PA.



For complete details use enclosed card—refer to HT 1734

HOT SPRINGS NATIONAL PARK ARKANSAS

Uncle Sam's most popular playground is an ideal spot for your summer vacation—a glorious opportunity for you to enjoy the famous thermal waters known throughout the world for benefits in relieving generally run down physical conditions and for toning up tired muscles and nerves for renewed energy. A U. S. Government supervised bath house is under the same roof of the Hotel Eastman. Enjoy Hot Springs and the Eastman this summer—mountains, miles of lake shores, horseback riding, motoring, hiking—a vacation paradise awaits you in Hot Springs. Low summer rates now available. Write for pictorial literature. Address:

HOTEL EASTMAN and BATHS
HOT SPRINGS NATIONAL PARK, ARKANSAS

For complete details use enclosed card—refer to HT 1735

ELECTRIC STOVE OPERATES ON 110 VOLTS; HAS AUTOMATIC CLOCK



Prospective Uses: Ideal for use in cottages, summer homes, resorts, tourist cabins, farms, apartments and homes.

Sales Features: One of the newest electrical cooking appliances on the market, the Nesco Chef, shown here, offers complete electric cooking without the usual expense of an electric range installation. It can be plugged into any convenient 110-volt outlet. This electric stove has an 18-quart, insulated roaster oven, a surface cooking unit, and an enclosed broiler, an accessory

time clock, a welded steel frame, removable frying griddle, and a spacious storage compartment. This innovation among stoves provides automatic cooking at low cost.

Dealer Helps: The life-size natural color display which is photographed behind the stove is constructed of heavy cardboard and is being distributed to dealers with stickers illustrating features of the Chef, and mats for newspaper advertisements. A booklet also is available.

Retail Price: \$64.95.

Manufacturer: National Enameling and Stamping Co.

For complete details use enclosed card—refer to HT 1736

Do you know

... that refrigeration keeps angora sweaters and mittens from shedding? In a recent contest to discover odd uses for refrigerators, a manufacturer discovered this unique remedy. "I found that when I put my set in the refrigerator for several hours before date time, my boy friend never complained about angora hair all over his suit" explained a red-headed consumer.

... that paint is claimed to have great possibilities as a means of conserving electricity and fuel? According to leading paint manufacturers, paint can increase the lighting of buildings by giving a heightened reflection. These leaders also contend that more fuel is required to heat the unpainted house than for one which has been painted. They explain that an uncoated, porous brick, stucco, or stone building is highly moisture absorbent, and therefore, in wintertime lower in temperature than a house from which moisture is barred by a paint coating.

... that the sales of oil burning heaters probably will reach an all-time zenith in 1941? With boom times facing America, millions of householders living in homes without central heating plants, soon will be able to afford oil-burning space heaters? Significant also in indicating trends is the report of the U. S. Bureau of Mines stating that demand for fuel oils in 1940 broke all previous records. Gas oil and distillate demand rose 16 percent or 25,725,000 barrels, to 164,448,000 barrels in 1940 as compared with 138,723,000 barrels in 1939.

... that steam and molten glass is being combined in the production of a new type of non-transparent but translucent plate glass? A new process in which bubbles of steam are blown into the glass as it is drawn into a sheet from the molten state is being employed by the Pittsburgh Plate Glass Company. This plate glass will be used for partitions and store window backgrounds.

... that eight per cent of the earth's surface is composed of aluminum? However, this precious metal is useless in its raw state. Aluminum experiments began in 1825. Only 30 years later, Napoleon III ordered a scientist to attempt to produce aluminum for defense purposes.

... that the Office of Price Administration and Civilian Supply last month asked the American Standards Association to start work at once on standards for electric household refrigerators? With the objective of cutting down unnecessary variety in sizes and styles, the simplification would, it is stated, assure the public of serviceable products and at the same time conserve production facilities and save raw materials.

... that commercial aluminum is made from bauxite? ... that the United States Bureau of Mines is now experimenting with a method for recovering aluminum from alumite, a plentiful clay found all over the country?

... that newest gadgets on the hardware retailer's horizon are a combination garbage pail and rat trap; a golfing harness that keeps the player in proper stance; and a fishing hook, with a gun attachment which shoots nibblers?

... that increases of 40.4 and 42.2 per cent for the sales of gas ranges and water heaters respectively in the first six months of 1941 as compared with 1940 are indicated by recent statistics? These figures were released by the Statistical Department of the Association of Gas Appliance and Equipment Manufacturers.

... that butter stored in a refrigerator sometimes is so hard that it must be softened before using? A recently-an-nounced butter "hot plate," keeps butter in refrigerators at ready-to-spread temperatures, regardless of how cold the refrigerator becomes.

ELECTRIC STOCK TANK HEATER INCREASES MILK PRODUCTION

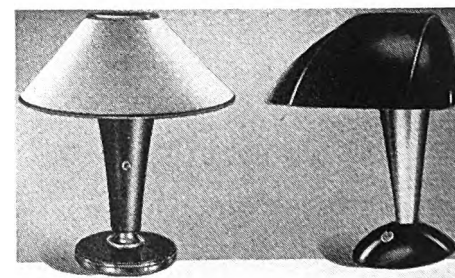


Sales Features: Illustrated is the Warner No. 87 electric tank heater which is claimed to save its cost by increasing winter milk production. The 1000-watt Chromalox heater in heavy cast iron watertight base keeps drinking water from freezing. The heater is guaranteed for three years. Automatic switch turns on at 42 degrees and off at 48 degrees. It is said to be safe, shockproof and to operate economically at 110 volts. It can be furnished for 220 volts on special order. According to the manufacturer, the instrument is easy to install, only needing to be placed in average tank on several bricks or cement building blocks. Thermostat housing should always be in the water. The product stands 36 in. high.

Manufacturer: Warner Brooder & Appliance Corp., which sells through the National Ideal Co.

For complete details use enclosed card—refer to HT 1737

POLAROID ILLUMINATION IS CLAIMED TO REDUCE EYE STRAIN



Sales Features: Polaroid illumination provides a new form of light control that is said to forestall reflected glare and trap the glare-producing light at the source. It reduces eye fatigue, because it cuts out glare, sharpens detail and increases contrast, the manufacturer states. Shown above are Models No. 100 at the left, a study lamp, and Model No. 114 at the right, a desk lamp.

Dealer Helps: The illustrated lamps will be promoted in trade paper advertising and displays. An automatic demonstrator, available to dealers, is arranged so that glaring light falls on one-half of the display, and Polaroid illumination on the other.

Retail Prices: Student model No. 100, \$2.95; Executive model No. 114, \$9.75.

Manufacturer: Mitchell Manufacturing Co.

For complete details use enclosed card—refer to HT 1738



WIDEGRIP—the belt hooks that are easier to handle, easier to use. Patented blue aligning card prevents waste, makes every hook usable. Perfect alignment on every hook. Fit **WIREGRIP** or any other standard lacers. Write for catalog and circulars.



STEELGRIP—the stronger belt lacing is easily applied to any type of flat belting with a hammer. Clinches smoothly, will not slip or pull out. Prevents frayed belt ends. 8 sizes in boxes, handy packages or long lengths.

ARMSTRONG-BRAY & CO.

"The Belt Lacing People"

5360 Northwest Highway Chicago, U. S. A.

For complete details use enclosed card—refer to **HT 1739**

ELECTRIC EYE BURGLAR ALARM NOW AVAILABLE FOR \$19.75



Prospective Uses: The electric eye burglar alarm, photographed here, can be installed and operated in banks, homes, offices, schools, institutions, jails, taverns, stores, factories, warehouses, garages, filling stations, fur farms, poultry houses, barns and in any location wired for electricity.

Description: The "eye spy" consists of a light projector which throws an invisible beam of violet light to the pickup lens of the robot sentry, located up to 20 ft. away. When a person walks through the invisible beam, the electric eye robot closes an electrical circuit and causes an alarm (buzzer, bell, chime, siren) to sound.

Sales Features: It can cause store lights to be illuminated and in many instances has operated as a fire alarm, sufficient smoke to obscure the beam usually being present before a serious fire breaks out. A switch changes the robot from a burglar alarm to a daylight entrance bell. Both robot and light projector are compact and easy to conceal. Installation is claimed to be extremely simple, no batteries are necessary, and total current used is less than 25 watts.

Retail Price: Complete annunciator-alarm system retails for \$19.75.

Dealer's Price: Less than three units, \$12.75; more than three sets, \$11.95. With dealer's initial order for three eye spy outfits, a window strip and 200 descriptive folders will be sent.

Manufacturer: Rehtron Corp.

For complete details use enclosed card—refer to **HT 1740**

SWINGING WARDROBE LOOPS FIT BOTH SMALL AND LARGE CLOSETS

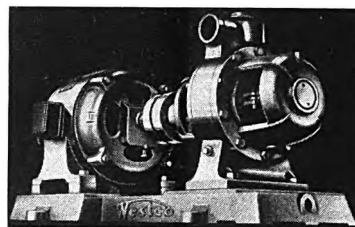
Description: New swinging wardrobe loop now being introduced by this company will fit either shallow or deep closets. It may be used to hold clothes, skirt or trouser hangers or as a tie rack.

Retail Price: Door loop or clothes hanger hook No. 14 is sold in groups of three on a red card priced at 20c. Six screws are furnished for installation of the trio.

Manufacturer: Mackie-Lovejoy Manufacturing Co.

For complete details use enclosed card—refer to **HT 1741**

SERIES OF TURBINE-TYPE PUMPS HAVE IMPROVED, RENEWABLE LINERS



Prospective Uses: This new line of pumps is suited for brine circulation, steam service, liquid transfer, filtration, air conditioning, beverage and food (liquid) pumping, booster service, spray equipment, washing machines (industrial), water supply systems and laundry and dry cleaning work.

Sales Features: The new series of single and two stage turbine pumps incorporate an improved type of patented renewable liner which minimizes shut-down losses and production delays, according to the manufacturers. The company states that the liners, forming the liquid channel within the unit, can be renewed (along with the impeller), providing complete "stand-by" service at about one-fourth the usual cost of a duplicate unit. The separate liner design also guards against premature obsolescence by permitting the pump capacity and range to be altered, within reasonable limits, in the field.

Among other advantages is double ball bearing construction. Single and two stage pumps, with 5 in. impellers, will develop pressures up to 150 lbs. and 300 lbs. per square in. respectively at 1750 R.P.M. An exterior view of the single stage pump is photographed here.

Dealer Help: Illustrated literature covering this selection of turbine-type pumps (series 2100) now is available to retailers.

Manufacturer: Micro-Westco, Inc.

For complete details use enclosed card—refer to **HT 1742**

ELECTRIC PAD HAS 30 VARIETIES OF HEAT; AND NIGHT SWITCH



Sales Features: These electric heating pads have two important improvements—"Cascomatic" control supplying a variety of 30 positive heats, and "Nite-Lite" switches with neon tubes that illuminate when the current is turned on. The switch also has a transparent dial permitting the user to select the desired temperature though the lights are out. It is claimed that this pad will maintain a steady temperature under any condition.

Retail Price: Pads embodying these two inventions will retail for \$3.98 and \$4.98.

Dealer Help: A national advertising campaign will be instituted by the company in the fall.

Manufacturer: Casco Products Corp.

For complete details use enclosed card—refer to **HT 1743**



**MAKES
TARGO
PROFITS**

An eye catcher and a sales maker for dealers

● A colorful, modern display (of solid wood and plywood) for window, floor or wall, FREE with the purchase of 2 Targo guns (Model 42TR). 3 Targo No. 1 Traps, 2 Targo Hand Trap Frames and 1000 Targo B1 Targets.—part of which merchandise is mounted on the display. It will make your store headquarters for TARGO, the fast-growing aerial target shooting game.

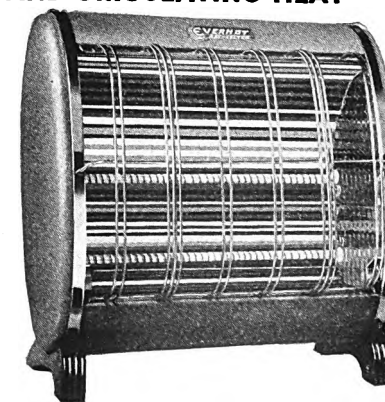
Order through your distributor. Display shipped FREE with merchandise assembled on it as shown. **Do it today.**

O. F. MOSSBERG & SONS, Inc.

4610 St. John St., New Haven, Conn.

For complete details use enclosed card—refer to **HT 1744**

ELECTRIC HEATER FURNISHES RADIANT AND CIRCULATING HEAT



Sales Features: Because it is readily converted from a radiant to a circulating air heater by a foot pedal damper-reflector which diffuses or concentrates the heat rays as desired, the room heater, shown above, is called "two heaters rolled into one." A chrome-crescent reflector provides 40 reflecting surfaces. The portable room heater is equipped with a convenient on-and-off switch and an automatic safety switch which turns current off in case of accident.

Description: Finished in blue-gray with dark blue feet and a chrome trim, the electric heater is 15½ in. high, 16 in. wide and 9 in. deep. Its wattage is 1320.

List Price: \$8.95.

Manufacturer: The Swartzbaugh Mfg. Co.

For complete details use enclosed card—refer to **HT 1745**

3 WORDS THAT INSURE A Quick Sale!

EDGES GUARANTEED SPLIT-PROOF

Attached to the handle of each Ingersoll Shovel you stock is a small booklet which explains why we can guarantee these Blade Edges to be "Split-proof". It helps you make a "Quick sale to a satisfied customer."

Ingersoll Shovel Blades are made from TEM-CROSS Tillage Steel, produced in our own mills. Cross-rolling gives it an interlocking, mesh-grain structure . . . makes it split-proof.

This steel is the same type we roll for America's largest Implement Manufacturers for their Disc Blades to stand tough tillage service.

Write for Catalog and prices. Address New Castle Plant. Dept. H.T.

INGERSOLL STEEL & DISC DIVISION
BORG-WARNER CORPORATION
New Castle, Indiana

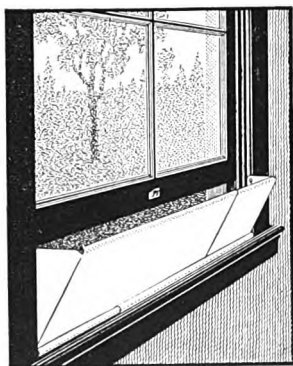
Plants: New Castle, Ind.; Chicago, Ill.; Kalamazoo, Mich.

INGERSOLL SHOVELS

"A Borg-Warner Product"

For complete details use enclosed card—refer to **HT 1746**

WINDOW VENTILATORS ELIMINATE DRAFTS; ALSO ARE ADJUSTABLE



Description: Model No. 169 Fulton windovent is a draft eliminator. The window may be opened and closed without disturbing this ventilator. The product is attached to the casing with slotted screw holes so that it is easy to remove. It keeps out rain and snow, has an adjustable range from 20 in. to 36 in. and is constructed of 30 ga. steel which is durable and unbreakable.

Obtainable in ivory, green or white, these ventilators each measure 2½ in. by 5½ in. by 20 in.

Package and Shipping Weight: Twelve windovents are packed in each shipping container. One dozen products weigh 12 lbs.

Manufacturer: Patent Novelty Co.

For complete details use enclosed card—refer to **HT 1747**

CATCH PHRASES

SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"LITTLE THINGS THAT MAKE A BIG DIFFERENCE IN GOOD HOUSEKEEPING"—Kitchen utensils, table appliances, bathroom accessories and a variety of other household items may be paired with this phrase.

"FOR LOVE OF A GOOD LINE" is suggested as an appropriate display for products that are designed in the modern or classic mode.

"PARTY SPARKLE EVERY DAY" might be the heading for an assortment of gifts and novelties, housewares and for unusual gadgets.

"PENNIES FROM HEAVEN" is being used to designate savings accumulated through the employment of electrical appliances.

"WARM INTEREST" was an eye-catching headline announcing several fireplace accessories.

"APPEASE HIM" is a timely head which appeals to the average wife. Suggestions of appeasing hubby by buying good values and keeping a balanced budget should accompany this title.

"WHERE THE VOGUE FOR THRIFT BEGAN" is a striking sentence to attract folks who are lured by the prospect of saving through economy.

"VICTORY FOR BRITAIN, VALUES FOR CLEVELAND"—Many advertisers are using the V for Victory campaign in their advertising. This idea was introduced by the advertisement of a Cleveland store.

"SHELL SHOCK OF THE AGES"—The following sentence might accompany this advertisement: "A hunting we will go but first we'll stop and get our ammunition in the sports section of a hardware store."

"DESIGNED FOR YOUNG BUDGETS"—Moderately-priced items to attract the attention of newlyweds starting "life on a shoestring" might be emphasized by this headline.

"REMEMBER DECEMBER"—Don't let Jack Frost creep up on you unawares is a winter warning advertisement by a Massachusetts store.

"BE SURE OF A WINNER"—Whether the football team loses or wins, you may make your own conquests if you own the sporting goods advertised under this heading by a store on the West Coast.

"FALL IN LOVE"—Accompanying this verbal trio, there was the explanation that "your heart's desire in radios is available" at a retail establishment in the East.

"Detroit's Best Floor Show" . . . "We're Proud of the Price" . . . "Golden Opportunity" . . . "Starring November Events" . . . "The Decorative Answer to Your Storage Problems" (closet accessories) . . . "Her Back-to-School Special" (luggage) . . . "In the American Tempo" . . . "Give Your Home a Lift for Fall" . . . "Opening the Door to Better Living" . . . "America Pushes a Button to Get Its Breakfast" (housewares) . . . "How Do You Take Yours?" (coffee percolators) . . . "November Superlatives" . . . "November Bandwagon".

MANY NEW FILMS RELEASED FOR ELECTRIC PROJECTOR PISTOL



Sales Features: Many new films featuring comic characters have been added to the repertory of Superman Krypto-Raygun, toy picture pistol. Seven Superman adventure films accompany each electric projector pistol set. Other picture stories now available relay tales about Tom Sawyer, Daniel Boone, Rip Van Winkle, Robinson Crusoe, Peter Rabbitt, the Red Ryder, Chief Wahoo, and a host of other characters.

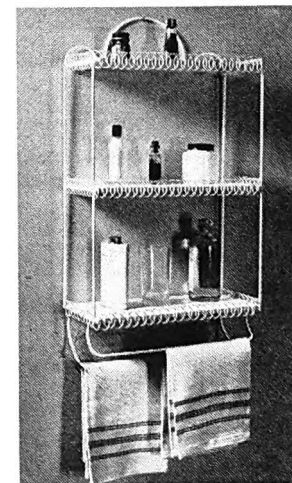
Description: The pistol must be used in a dark room and aimed at a white or a very light flat surface. A different picture is projected each time the trigger is pulled. Each projector has a bulb, battery, and lenses.

Price: No. 94 projector pistol retails for \$1. All films are priced at 25c per set.

Manufacturer: Daisy Manufacturing Co.

For complete details use enclosed card—refer to **HT 1748**

KITCHEN AND BATHROOM SHELF HAS LACEWIRE TRIM, TOWEL BARS



Description: A lacewire gallery loans an attractive note to the 11½ by 5½ in. kitchen or bathroom shelves in the illustration. The wall shelf set has two towel bars, a 23½ in. high overall, and is finished in white baked-on enamel. The enamel coating is claimed to withstand years of wear.

Dealer Help: Dealers who wish to receive a copy of catalog No. WST-3 may contact this firm.

Suggested Retail Price: About \$2.00.

Shipping Weight: Shipping weight is approximately 3½ lbs. for each unit.

Manufacturer: George Koch Sons, Inc.

For complete details use enclosed card—refer to **HT 1749**

DISPLAY, POSTCARDS INCLUDED IN KIT TO INCREASE CYCLE SALES

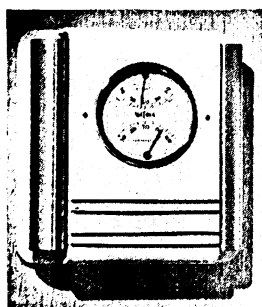


Dealer Help: A promotional kit for dealers handling bicycles includes a portfolio of local promotion ideas, newspaper mats, radio announcements, a decalcomania insignia, pennants, postcards and a colorful display card. Enclosed in a red, white and blue portfolio, this material will help dealers sell bicycles. The increased importance of this vehicle in transportation currently prompted this campaign.

Manufacturer: Shelby Cycle Co.

For complete details use enclosed card—refer to **HT 1750**

TWO-DOOR CHIME UNIT GIVES TEMPERATURE PLUS HUMIDITY



Sales Features: The door chime combination, illustrated here, gives the temperature, humidity, and announces guests with two musical notes, the grocery boy with one note. The Airguide thermometer and humidity gauge on the two-door chime are guaranteed mechanisms. It is claimed that the set is so easily installed to the doorbell wiring that it is a practical investment for renters as well as

home owners.

Description: The article's cover is made of baked ivory, the tubes finished in brass. The entire unit is less than 9 in. in both width and length.

Retail Price: \$6.95.

Manufacturer: NuTone Chimes, Inc.

For complete details use enclosed card—refer to **HT 1751**

DEALERS' DISPLAY PAIRED WITH IMPROVED PASTE SOLDER

Prospective Use: For amateur and household soldering.

Dealer Help: Now available to dealers is a display box showing the large tube of improved Tinol paste solder which is claimed to have a lower melting point than bar or wire solder.

Sales Features: This solder in paste form will solder all metals, according to the manufacturer, does not require any flux, and may be used with a soldering copper or torch.

Retail Price: 25c per tube.

Manufacturer: American Solder and Flux Co.

For complete details use enclosed card—refer to **HT 1752**



Household appliances set sales records this month in hardware stores. In preparation for Thanksgiving and Christmas celebrations, most persons begin to add new accessory touches to their homes, increase kitchen efficiency by new appliances. Second place in the consumer buying race of the month was won by hunting equipment.

Roast Rack—An adjustable roast rack with seven positions ranging from a flat grill to a small "v" sold in great numbers throughout the Eastern states during the past fortnight. It retails at \$1. (The Lynch Studio, Los Angeles, Calif.)

Napkin Holder—Popular in New York and surrounding states recently is a big apple napkin holder, No. 803, which is finished in red enamel and has a colored base. Bottom of the item is covered with felt. The gadget is priced at 25c. (Handy-Wood Manufacturing Corp., New York, N. Y.)

Candy and Jelly Thermometer—Because housewives are stocking pantry shelves with jellies and candies now with glances to the holiday season, this item has been selling in volume this month. Model No. 5908 which has an 11 1/4 in. overall sells for \$2.25. (Taylor Instrument Cos., Rochester, N. Y.)

Percolator—Receiving an enthusiastic consumer reception in Philadelphia this month is the "long-last percolator" which bears a price tag of \$9.95. (Manning, Bowman & Co., Meriden, Conn.)

Syphon—Holiday revelry demands items which aid in the concoction of satisfying beverages. In buying "bar accessories," shoppers have not overlooked the No. 4 metal Soda King syphon which is selling at \$5. This article was equally in demand throughout the states.

Electric Iron—Priced at \$12.95, Miss Steem, an electric iron with two safety relief plugs located under each end of the handle was in the selling spotlight this month in Chicago. Model F-123 weighs 3 1/4 pounds. (Steem Electric Corp., Inc., St. Louis, Mo.)

Shower Curtain—A new shower curtain priced at \$1.95 appealed to many shoppers in Manhattan during early October. Made of plastic, the curtain is translucent, and is claimed to be durable and thoroughly waterproof. (Richards, Boggs & King, Inc., New York, N. Y.)

Shotgun—Among guns that were best-sellers during the past few weeks was the No. 311 Springfield double barrel shotgun. Retailing at \$24.75, the model has a case-hardened box frame. (J. Stevens Arms Co., Chicopee Falls, Mass.)

Asbestos Table Pads—Sold at the very special price of \$1.09 this month in Chicago, asbestos table pads attracted many customers. These pads have asbestos tops and green backs. Wood grain reversible and suede pads were sold at a small additional cost. (American Pad Company, Chicago.)

Portable Ironer—Throughout the middle west, new sales records were set during August by the Portable Simplex Ironette, retailing for \$34.95. This machine has variable thermostat heat control, foot and finger press controls, a pilot light, and chrome-plated scratch proof shoe. (American Ironing Machine Co., Algonquin, Ill.)

Roast Lifter—Attracting many customers this month in California was this tong-like nickel-plated lifter which turns and lifts roasts without tearing the meat. It is available in three sizes to raise roasts weighing from 5 to 30 pounds. Smallest size lifter which set sales record is tagged at \$1. (Madge S. Jacobson, Hollywood, Calif.)

Game—An arithmetic game is creating an "I want it" rage among youngsters in Eastern states. The \$1 game adds, subtracts, multiplies and divides. (Buffalo Toy & Tool Works, Buffalo, N. Y.)

Pad and Cover—A new tailored pad and cover designed for a metal ironing board was in demand on the West Coast. It sells for \$2.50 per set. (Forbes Specialty Co., Pasadena, Calif.)

STOVE LINING in PUTTY FORM



Repairs all FIREPOTS

Here is an improved stove lining. Fireline is packed in moist, plastic form, ready for use without mixing. In cook stoves and ranges, replaces burned out firepot castings or stove brick—any size, any shape, any model. Eliminates all the trouble, delay, and expense of ordering firepot parts. In 5 and 10 lb. cans.

Big Extra Market!



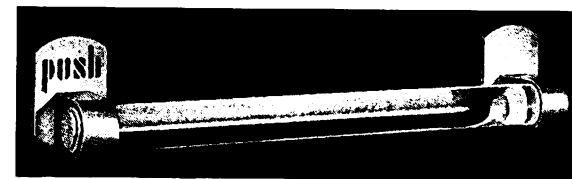
Fireline multiplies your stove lining market since it is also suitable for warm-air furnaces and heating stoves where it is used to line firepot castings. Repairs cracked firepots without new castings; preserves good castings; gives more heat from less fuel. Sells in 50 and 100 lb. drums for this purpose.

Fireline is a great new sales opportunity. Send for full information, prices, and FREE SAMPLE.

FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

For complete details use enclosed card—refer to **HT 1753**

TRANSPARENT PUSH BARS, DOOR PULLS OF PLASTIC NOW AVAILABLE



Prospective Uses: Styled especially for tempered glass doors, this new line of hardware also is used on metal and wooden doors.

Sales Features: Transparent hardware made from rods of "Lucite" methyl methacrylate resin, now is being introduced by this company. Use of "Lucite" for push bars and door pulls, will release quantities of brass and bronze for defense work. Push bars and door pulls of this crystal-clear material do not obstruct vision on all-glass doors. This plastic is very durable, practically unbreakable, and does not color or tarnish in either interior or exterior applications.

Description: Portrayed above is a Lucite push bar, model No. 201B. Brackets on these bars are constructed of cast brass or cast bronze. Standard length of bar extends 14 1/2 in. center to center of brackets.

Dealer Helps: A catalog describing the line of locks, push bars and door pulls recently was published for retailers.

Manufacturer: Russell & Erwin Manufacturing Co.

For complete details use enclosed card—refer to **HT 1754**

HYDRAULIC VISE CLAIMED TO SPEED UP PRODUCTION



Studebaker Hydraulic Vise can be mounted vertically on wall or post for rapid production of small press operations.

Sales Features: A new hydraulic vise capable of developing pressures up to five tons between the jaws is being introduced by this company. The vise is designed to speed up small press and cutting operations as well as ordinary vise work, and is claimed to have wide application on production lines, in tool rooms, and for maintenance. Operated entirely by foot control, the machine mounts as a fixture on drilling machine, shaper, miller or grinder.

Description: Construction is all semi-steel. Two sizes are available in the new vise—5 in. width between jaws and 7½ in. width. Some of the different

types of jobs the vise can perform are press work, punching, bending, cutting, straightening, testing and stamping. Pump and ram cylinders are honed and polished. The hydraulic pump is precision fitted to insure accurate operation and longevity.

Dealer Help: A bulletin containing information about this product has been published.

Manufacturer: Studebaker Machine Co.

For complete details use enclosed card—refer to **HT 1755**

SNAPLOCK SCREW COVERS MADE OF NICKEL, GILT OR CHROME

Description: Snaplock ornaments, produced by this company, are attractive covers for No. 6 wood or machine screws and are reputed to be ideal for use in public places as they are "snooper-proof." They cannot be unscrewed but must be lifted by a knife blade or other sharp instrument to be removed. The decorations are made of nickel, gilt or chrome. Also available are snap cap covers which do not burn and which may be obtained in a variety of colors to match any type of background. For the insertion of trade marks, transparent caps are furnished.

The firm also supplies two types of wood and machine screws; one with countersunk shoulders, the other, flat-under-the-head. Bolts on hand range to 5 in. long for toggles. Other items include sheet metal screws, nails, drive nails and nails with smooth shanks.

Manufacturer: Empire Notion Co.

For complete details use enclosed card—refer to **HT 1756**

SCANNING THE FIELD

(Continued from page 1)

DEER CONTEST ATTRACTS HUNTERS

In Texas, deer season for hunters extends from November 16, to December 31. During this period, a deer contest will be sponsored by a retailer in Dallas, Texas. He claims that the event which he initiated some time ago, always brings in droves of hunters. Carcasses entered in the contest are dressed and kept under refrigeration until ready for display in front of the store, where they are hung from the awning supports. This owner explains that few men can resist the urge to get out in the open, after inspecting a display of this type.

HUNTING IS WINDOW THEME

Since the hunting season occupies the "sports spotlight" for the next two months, many dealers are giving important space in their shop windows and stores to equipment for sportsmen who shoot for game. An appropriate window in a retailer's store in Cincinnati, Ohio, exhibited an assortment of guns in the forefront. Background consisted of a fireplace, overhung by mounted heads of a deer and a bear and a stuffed pheasant. Hunting clothes hung on hooks attached to a board formed the setting.

PREPARING YULE MEALS

An Illinois hardware dealer announces that he will repeat displays of Christmas dinners and Christmas breakfasts this year which he used in 1940 to boost sales of electrical appliances. His window exhibit will suggest that housewives prepare their Yule dinner "the electrical way." Occupying the window will be a roaster, mixer, coffee maker, corn popper and other items. In the morning meal assortment will be toasters, coffeemakers or percolators, waffle irons, pancake makers, hot plates and egg cookers.

MEN COOK AS WELL AS WOMEN

Men can cook as well as women, according to results of a cooking contest for "men only" in a store in Los Angeles. To create male interest in its kitchenware section at the start of a new program to stay open on Wednesday nights, this store began to sponsor culinary contests for men. From 400 applications, 40 entrants were chosen for the contest. Other interest-arousers included a menu-planning contest for Thanksgiving, also limited to the stronger sex, and a barbecue demonstration open only to male participants.

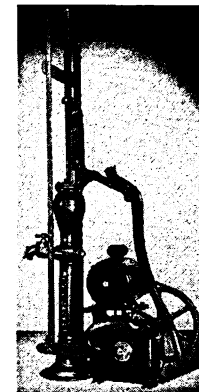
MISFORTUNE BECOMES GOOD FORTUNE

That misfortune may be turned into good fortune was proved recently by a New Mexico dealer. Following a recent flood in the community of Carlsbad, N. M., this executive printed a half page advertisement in a local newspaper announcing that "After 14 hours in floodwaters, Frididares still have frozen ice cubes." Superimposed on a picture of the flooded town was a picture of the business man holding an ice cube taken from one of the 16 refrigerators which had been submerged for 14 hours. Also included in advertising copy was praise for rescue and relief work of Red Cross and other agencies to help distressed victims.

COFFEE CLINIC

To interest shoppers in purchasing coffee-makers, a store in California conducts a clinic teaching the principles of blending tasteful java. Placed in the center of the store so that it will not miss being noticed by all who enter, the clinic features a demonstration of the principles of coffee-making.

PUMP JACK IS SELF-OILING; SAID TO OPERATE VERY QUIETLY



Sales Features: Four starred advantages of the modern pump jack shown at left are self-oiling, unique power transmission, simplicity in construction, and quiet operation. For self-oiling, the gears not only run in a continuous oil bath, but troughs cast in the housings and on the rocker arm carry oil in a constant flow to each rocker arm bearing. Mesh of main and pinion gears throws oil on drive shaft bearings and also keeps trough-filled with oil. Sidearms are always vertical with the pump rod.

Description: The pump jack also has a removable dust proof cover, a hinged electric motor base to be adjusted for belt tension, and a self-aligning "V" belt drive. This machine may be attached to any type windmill pump. The manufacturers state that the method of fastening jack by bolted clamps to pump column is eliminated when this new piece of equipment is used.

Manufacturer: Red Jacket Manufacturing Co.

For complete details use enclosed card—refer to **HT 1758**

BOTTLE WARMER MADE WITH CHROMIUM, METAL, PINK OR BLUE FINISHES



Description: The bottle warmer model, shown above, is available in four styles. These include silver metal, chromium, pink or blue enamel finishes. The latter style is brightened by animal figures. The model measures 4 and 7/8 in. high.

Sales Features: Especial assets consist of a vitrified white porcelain liner with rounded edges for easy cleaning and a false bottom which suspends the bottle in the water and prevents breakage.

Retail Price: The "Aristocrat" with a silver metal finish is \$4.95, the others, \$3.95.

Manufacturer: Manning, Bowman & Co.

For complete details use enclosed card—refer to **HT 1759**

CAST IRON COOKING WARE SET IS PRE-SEASONED; HAS HINGE COVER

Sales Features: One self-basting hinge cover fits the Dutch oven, chicken fryer and skillet comprising this set. The hinge cover permits the use of both hands to tend the cooking when the cover is raised. The inconvenience of finding a place to put a hot cover is eliminated by the hinge style. "Easy-grip," "never-slip" and "hand-fitting" are the terms applied to the handle by the manufacturer. Claimed to be ideal for waterless cooking, the hammered cast iron ware set has highly polished inside surface, is pre-seasoned at the factory for immediate use in the home, and requires no scouring or greasing.

Description: The skillet and chicken fryer measure 10 and 1/8 in. while the Dutch oven with a meat rack has a five to seven pound capacity.

Suggested Retail Price: \$6.45.

Manufacturer: Griswold Manufacturing Co.

For complete details use enclosed card—refer to **HT 1760**

POPULAR-PRICED

BATHROOM AND KITCHEN FIXTURES

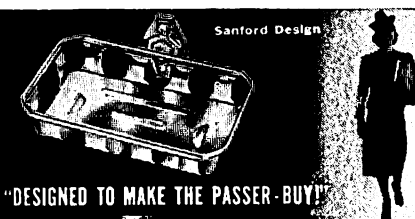
in AUTOYRE HY-GRADE CHROMIUM, BRIGHT CADMIUM, AND BAKED, SPRAYED WHITE ENAMEL

WRITE FOR LITERATURE

ASK YOUR SUPPLIER ABOUT

Autoyre

THE AUTOYRE COMPANY, OAKVILLE, CONN.



"DESIGNED TO MAKE THE PASSER-BUY"

For complete details use enclosed card—refer to **HT 1757**

FLUORESCENT LIGHTING PLACED IN STEEL KITCHEN CABINETS



Description: The newest type of modern electric lighting—the fluorescent light—has been incorporated in steel kitchen cabinets. All wall cabinets manufactured by this company that are 21 in. or more wide can be equipped with this light. The new type of rays will be recessed in a specially designed bottom plate so that the fluorescent tube is not visible at normal eye level. At the snap of a toggle switch, a clear white light will be diffused over the working surface of the sink, range or cabinet top. A convenient outlet is provided for electrical appliances. It will operate on alternating current only.

Manufacturer: St. Charles Manufacturing Co.

For complete details use enclosed card—refer to **HT 1761**

HARVEST CORN CANDLES ARE ATTRACTIVE TABLE DECORATION

Description: "It looks nearly real," exclaim many choruses of persons viewing the harvest corn candle. This No. 147 model consists of yellow corn and green leaves, both of which are set on a green base. The candle is especially suitable for decorating party tables. Each candle measures 10 in. high and is wrapped in cellophane.

Dealer Help: Catalog No. 50 containing the firm's complete line of candle creations now may be obtained by retailers.

Retail Price: Harvest corn candles are being sold at 50c each.

Manufacturer: Emkay Candles Division of Muench-Kreuzer Candle Co., Inc.

For complete details use enclosed card—refer to **HT 1762**



"I'LL TAKE THIS ONE. WILL YOU DELIVER IT TO 1313 PARKWAY?"

TOASTER REGULATES TOAST'S COLOR, DEGREE OF CRISPNESS



Sales Features: Illustrated is the dual-automatic pop-up toaster which has both *crisper* and *browner* knobs. The *crisper*, the knob on the right, provides toast in any desired form of crispness ranging from soft to very crisp. The *browner*, knob on the left, regulates the color of toast. The toaster's dual thermostat produces uniform toast in accordance with knob setting. When bread lifter is up, the current is automatically off.

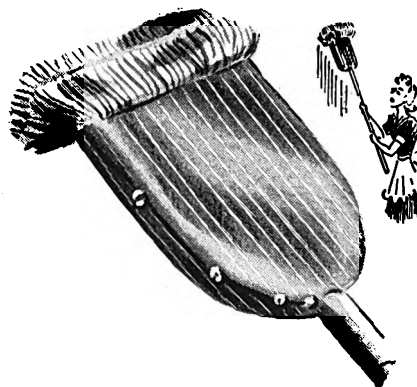
Description: Made of heavy gauge steel finally finished in tarnish-resistant chromium, the product has a permanently attached electric cord, 6½ ft. long, with a durable rubber plug. Toaster operates on 110-120 volts A.C. only, is guaranteed against any defect in workmanship or material for a year.

List Price: \$14.95.

Manufacturer: Proctor Electric Co.

For complete details use enclosed card—refer to **HT 1763**

BROOM DUSTER PROVIDES EASY WAY TO CLEAN CEILINGS, WALLS



Sales Features: Shown in the illustration is a multi-colored broom duster, to be snapped over a broom, and used to clean walls, ceiling, or other out-of-the-way places. It is fringed in fluffy white yarn that absorbs dust and cobwebs like a sponge, yet is claimed to be washed out as easily as a silk handkerchief. This new aid to housewives will fit all standard size brooms.

Single dusters are packaged in attractively printed two-colored glassine bags. The items weigh five lbs per doz. when packed for shipment.

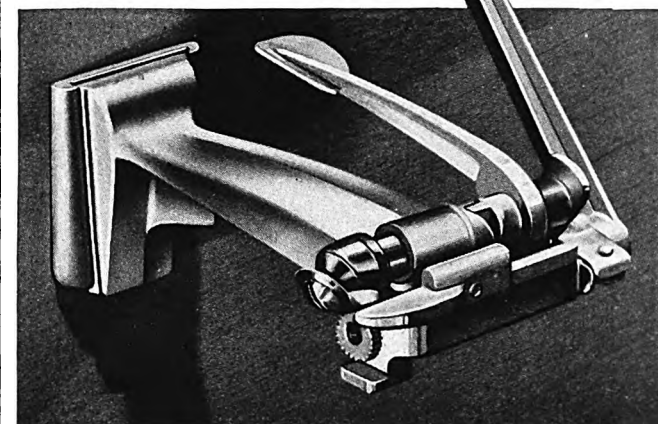
Manufacturer: Ironing Appliances Corp.

For complete details use enclosed card—refer to **HT 1764**

THE NEW REGINA Smoothcut CAN OPENER

Already highest in quality, efficiency, safety, Smoothcut has been simplified and streamlined. Performance is improved, service-life increased, cleaning made easier, appearance enhanced. Yet prices remain unchanged! We can still take on some additional dealers. Write now for full information.

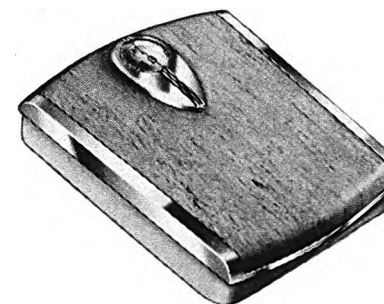
Deluxe model, grey satin finish, retails at \$1.80*. **Special deluxe model**, chromium finish, colored catalin handle, at \$3.45*. 5-year written guarantee with every opener. *10 cents more west of Rockies



THE REGINA CORPORATION, Rahway, N. J.

For complete details use enclosed card—refer to **HT 1765**

SCALE WITH WEIGHT RANGE TO 250 LBS., MADE IN 7 COLORS



Sales Features: Weighing only 6½ lbs., this compact scale has legible figures on a metal dial showing single pounds from the range of 0 to 250. It has a wide platform, standing 2½ in. from the floor, and measuring 12 in. by 9 in. Four cats-paw feet prevent the scale from sliding over the floor. No servicing is required since all moving parts of the rust-proof scale are oiled and enclosed in a sealed case at the factory.

Description: This model is available in white, ivory, green, blue, dusty rose or black.

Package and Shipping Weight: The scales are packed individually in a heavy carton. A standard package contains six scales and weighs 42 lbs.

List Price: Five dollars is the list price of Model No. 8224, shown above.

Manufacturer: Borg Scale Company.

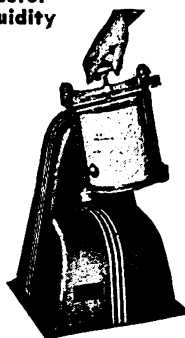
For complete details use enclosed card—refer to **HT 1766**

Arlington Paint Restorers for Every Hardware Store that Sells Paint

(To use for reconditioning paint and servicing it when delivering to customers.)

Violent rocking,—1350 shakes per minute,—transforms shelf goods that have solidified, restoring to original liquidity in a few minutes.

Arlington Midget, (illustrated here), 1/4 h. p., takes one 1-gal. can or several smaller cans. Plugs into any light socket.



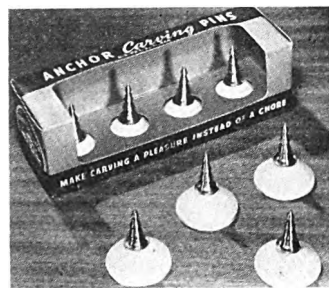
Arlington Jr., (illustrated here), 1/4 h.p. takes two 1-gal. cans or several smaller cans.

Full guaranty on every ARLINGTON Paint Restorer

Arlington Machine Works, Inc.
666 JENKS AVE. ST. PAUL, MINN.

For details use enclosed card—refer to HT 1767

SUCTION CARVING PINS ANCHOR TURKEY TO PLATTER



Sales Features: "Make carving a pleasure instead of a chore" is the motto adopted by this company for the sales promotion of the carving pins, illustrated above. When these pins with suction caps are used, it is no longer necessary to have an epidemic of movie shorts around Thanksgiving time showing Pop how to carve and at the same time keep the turkey on the platter. The suction caps are dipped in water and then pressed to the platter for firm adhesion. Then the roast or fowl is firmly anchored to the pins. The packaging is supplied by Robert Gair Co.

Manufacturer: Elkram and Co.

For details use enclosed card—refer to HT 1768

AMMUNITION

A recent change was made in the names of this firm's .22 caliber rimfire ammunition. Two distinct lines of this size of loads now are being made. The .22 caliber rimfire high speed cartridge now is known as "hi-Power," and the .22 caliber rimfire standard speed cartridge line is called the "Monark" line. New appellations correspond to the company's shot shell names. Federal Cartridge Corp.

For complete details use card—refer to HT 1769

SHELLS AND CARTRIDGES

Ranger super trap and Ranger super skeet shot shells, and Super speed Silvertip big game hunting cartridges are new additions to this company's line of ammunition. The shells have a super seal crimp of folding type which replaces the usual top wad and is claimed to assure uniform, efficient pressure. Controlled bullet expansion and deep penetration are principal advantages of the new cartridges. Both newcomers are described in the new edition of the Winchester Ammunition Guide which now is being distributed free of charge. Winchester Repeating Arms Co., Division of Western Cartridge Co.

For complete details use card—refer to HT 1770

VENTILATOR

This ceiling type ventilator of simple design has two self-acting louvers which open and close automatically as the fan starts and stops. The ventilator requires a ceiling opening of only 12 1/2 in. by 3 7/8 in. It can be installed in any ceiling that has air duct between floors. Weather-tight sealing of louvers prevents heat loss and back draft. Victor Electric Products, Inc.

For complete details use card—refer to HT 1771

GOLF BALLS

Now being ordered for Christmas gift shoppers are "Stars and Stripes" gift boxes containing golf balls. Air-flite, top-flite and kro-flite assortments of balls are available in these attractive boxes. Included in each box are three boxes with four balls each. A. G. Spalding & Bros.

For complete details use card—refer to HT 1772

POTTERY TILES

Pottery tiles decorated with orchids or a bright crowing rooster are attractive additions to the Christmas gift line of hardware stores. Felt-backed, the tiles are 6 in. square and priced at \$6. per dozen. They may be used for tea tiles, for potted plants and hot dishes. They are boxed individually. Janis-Tarter, Greeman, Inc.

For complete details use card—refer to HT 1773

RADIO-PHONOGRAPH

A combination radio-and-phonograph, Model 452, has a cabinet that is finished in sharkskin grained simulated leather. The tuning dial is mounted on front of cabinet as are the four knob controls, permitting tuning of radio without necessity of raising cover. The machine measures 8 in. high, 13 3/4 in. wide and 16 in. deep. Emerson Radio and Phonograph Corp.

For complete details use card—refer to HT 1774

MAGNIFYING PENCIL

Telephone numbers and other information that is placed in small print become clearly legible when this new lucite magnifying pencil is used. An attractive counter display unit holds six pencils, each individually gift boxed. Dealer's price is \$7.20 for a dozen. The Beckhard Line.

For complete details use card—refer to HT 1775

READING TABLE

"The Royal Reader," an adjustable reading table, is available in mahogany, avodire and paldao. The top measures 17 1/2 in. by 28 in. The height adjusts from 24 to 39 in. Finish is hand-rubbed, liquor-proof lacquer. The rack holds a dozen magazines of any size. Franklin Table Co.

For complete details use card—refer to HT 1776

BICYCLE HEADLIGHT

An auto-styled headlight for bicycles now is being introduced on the market. The Delta Road-liter has a white enamel body and a chrome banding. It uses two standard 1 1/4 in. cells and has a fluted lens. Model A-1966 sells for \$1.39 without batteries; model A-1968 which is wired for generator, \$1. Delta Electric Co.

For complete details use card—refer to HT 1777

SERVICE KIT

Designed to keep Army, Navy and Air Service men looking spic and span, a new service kit contains a clothes brush, hand brush, and several other items. It is enclosed in a case made of olive drab and tan pig grain. No. 900 junior sets are sold to dealers at \$7.20 per dozen; No. 920 senior kits at \$10.80 per each dozen. Kippy Kit Co.

For complete details use card—refer to HT-1778

ELECTRIC TOWEL DRYER

An electric towel dryer to dry kitchen towels and cloths quickly and easily has been designed and built by this company for incorporation in kitchen cabinets. Air is warmed by an electric heating element and circulated by a fan placed above the drying compartment. Louvers at the top and vents below permit free air circulation. Racks slide in and out. St. Charles Manufacturing Co.

For complete details use card—refer to HT 1779

HEATER

Now being introduced on the market is an "Economaster" heater with a diamond grid circulator producing natural circulation without employing a fan. The heater has a gray wrinkle finish with chrome and vermilion plastic trim. Its retail price is \$8.95. Economaster Products Co.

For complete details use card—refer to HT-1780

POCKET WATCH

The Ingersoll Clipper, new pocket watch, has modern square chromium-finish case, the new sweep second hand, luminous dial and hands. It is attractively packaged in a box with a transparent acetate cover. It retails for \$4.95. Ingersoll-Waterbury Co.

For complete details use card—refer to HT 1781

ADVERTISING PLUS CABINET PROMOTES SCOTCH TAPE



Dealer Helps: An extensive advertising campaign plus a new wood cabinet display are twin plans for fall and winter publicizing of Scotch tape, claimed to be a handy time and trouble saver. Scotch tape advertisements will appear in 24 national magazines in the near future. Eight full pages of color in these publications will be centered about the product. Sold with two assortments of Scotch tape, the wood display cabinet with a soft natural finish will exhibit more than a 12-dollar supply of 10, 15, and 25c rolls of Scotch tape in 10 in. of counter width.

Manufacturer: The Minnesota Mining and Manufacturing Co.

For details use enclosed card—refer to HT 1782

SOFT STEEL GUARD WILL PROTECT TEETH ON HAND SAW



Description: Constructed from copper-plated dead soft steel, "Protectosaw" guard for hand saws, pictured above, has a longitudinally-arched body to prevent contact with teeth of saw. It is made for 26 in. saws but can be cut to desired length for shorter saws with a tin shears. The appliance is held in place with a spring steel wire clip applied to the center of the saw. The clip is not in the way when the guard is removed.

Sales Features: When applied to saw, the protector touches only the extreme front and rear point; thereby, protecting all teeth when saw isn't being used. The guard can be filled with vaseline to prevent rusting of saw when the latter is used infrequently.

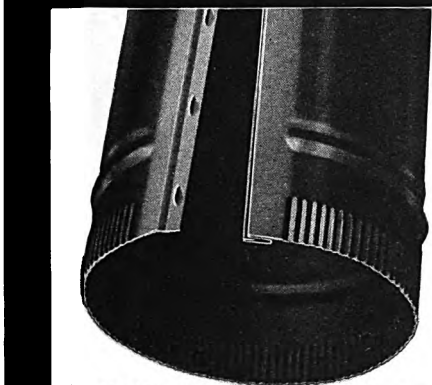
Manufacturer: E. C. Atkins and Co.

For details use enclosed card—refer to HT 1783

✓ Handsome **MILCOR** Blue finish that your customers "go for"

✓ Exclusive **MILCOR** construction that assures quick, sturdy assembly

— those are features of **LOCK JOINT** Stove Pipe that speed up sales and profits



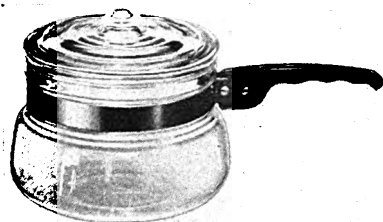
Write today for Milcor Furnace Pipe and Fittings Catalog giving details on the complete, popular Milcor heating line. Use it in ordering from your jobber.

H-30A

MILCOR STEEL COMPANY
MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

For details use enclosed card—refer to **HT 1784**

GLASS SAUCE PAN CONSERVES COOKING FUEL, FOOD FLAVORS



Prospective Uses: For cooking, storing and serving foods.

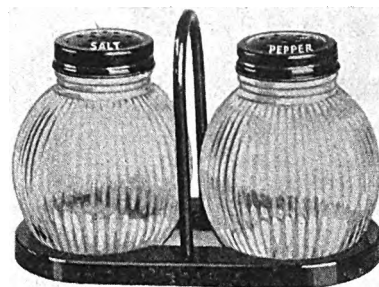
Sales Features: Among the advantages of the glass covered sauce pan in the above illustration are close fitting covers confining steam, flavor and aroma; wide necks simplifying cooking and cleaning; broad flat bases conserving cooking fuel; cool plastic handles, safe and durable; and polished metal collars locking the handles securely. The sauce pan is guaranteed against heat breakage for a year.

Retail Price: The one and one-half quart size, shown on top, is priced at \$1.95.

Manufacturer: Club Aluminum Products Co.

For details use enclosed card—refer to **HT 1785**

RED SALT AND PEPPER SET MADE OF TENITE AND GLASS



Description: Of great appeal because it blends with red kitchens, the salt and pepper range set, shown above, has a red tenite base and a red tenite handle. The ribbed-glass bowls have red shaker tops. The set is said to be sturdily constructed.

Retail Price: 25c per set.

Manufacturer: Federal Tool Corp.

For details use enclosed card—refer to **HT 1786**

PLASTIC CLOSET TANK FLOAT NOT LIMITED BY PRIORITIES



Description: Molded of Tenite, the plastic closet tank float, photographed here, is not limited in production by priorities. It is oval-shaped and measures 4 in. by 4 in. by 5 in.,

with one-fourth in. 20-thread in. spud. It weighs 3.9 ounces and has a glossy black finish.

Sales Features: The float is claimed to be leak-proof, unaffected by temperature and not subject to electrolysis.

Manufacturer: American Molded Products Co.

For details use enclosed card—refer to **HT 1787**

DURABILITY CHARACTERIZES STEEL BADMINTON RACQUETS



open throat is said to increase the user's

Sales Features: Its steel construction is the outstanding factor of the badminton racquet, shown at left. It is claimed that steel has greater durability than wood, greater resistance to the weather, and more ability to withstand hard service. According to the manufacturer, these racquets will not warp or splinter, never lose their original shape, and own steel strings that stay tight. The

speed and accuracy, while a light frame decreases fatigue.

Description: The standard model may be obtained in a green and silver finish; the deluxe in white with a leather grip and copper-plated strings and a red and black trim.

Price: Standard sells for \$6; the deluxe for \$7.50.

Manufacturer: Dayton Racquet Co.

For details use enclosed card—refer to **HT 1788**

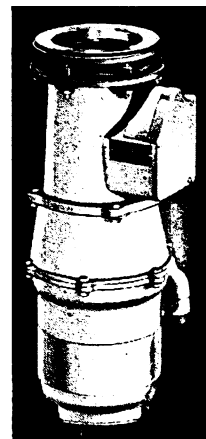
DRAWER AND WARDROBE LOCKS FEATURED ON DISPLAY BOARD

Dealer Help: Another free display board to increase cabinet lock sales is being distributed by this company. The F-46 "Merchandise" features best-selling drawer and wardrobe locks in a range of retail prices from 15c to \$1.25. Eight lock and key sets are arranged around the word, Yale, on a blue, silver and orange panel. The size of the board is 17 7/8 in. high by 8 3/4 in. wide. This compact size enables the assortment to be harmoniously displayed with other arrangements of stock.

Manufacturer: The Yale & Towne Manufacturing Co.

For details use enclosed card—refer to **HT 1789**

MANY IMPROVEMENTS ADDED TO SINK GARBAGE DISPOSER



Sales Features: A new model of Disposall, No. FA-3, has just been announced by this company's electric sink section. Attached to the sink drain opening, the Disposall grinds and eliminates all food waste at the sink. Fewer parts, smaller dimensions but greater capacity of the shredding compartment, faster grinding, faster pumping away of the shredded waste, practical elimination of operating noise and permanent lubrication at the factory are among the results of the design improvements of the new model.

Description: The FA-3 has 137 parts, weighs 50 lbs., and is 20 1/2 in. high. The useful capacity of the waste compartment is 181 cubic in. (more than 3 quarts). The machine is equipped with a 1/4 horse power motor, completely enclosed within the unit.

List Price: \$99.50.

Manufacturer: General Electric Co.

For details use enclosed card—refer to **HT 1790**

Be Sure You Order FLEX-BEAM



STEEL BEAM
BRIDGES THE
DANGER POINT
— DOUBLES THE
STRENGTH . . .

-- the **FORK** Farmers Want
because **IT WON'T BREAK**
yet is **FULL OF ACTION!**

Has increased dealers' sales over 2 1/2 times. Costs no more than others. Send for name of nearest jobber.

THE UNION FORK & HOE CO.
525 Dublin Ave., Columbus, Ohio

For details use enclosed card—refer to **HT 1791**

FORMULAE IS SAFE CURE FOR DOG, CAT HABIT



Description: Dogs and cats are cured of the habit of leaving acid on trees, new growths, porch furniture, or other items sprayed with this formulae. It is stated by the manufacturer that one spraying usually lasts from two to three weeks. Claimed to be safe and harmless to use, the repellent to check dog and cat habits is not affected by rain.

Retail Prices: "Sprayer combination" package contains eight ounce bottle of Dog-Check and sprayer is sold for \$1. Smaller size "Sprayer combination" consisting of a three oz. bottle and sprayer retails at 50c. Both sizes are packed one doz. to a shipping carton. The product also is available in 16 oz. 32 oz. and gallon sizes. A trial size bottle containing 1/2 oz., sells for 10c. Three dozen units of the latter item comprise a shipping carton.

Manufacturer: Nott Manufacturing Co.

For details use enclosed card—refer to **HT 1792**



CHAMPION OF MODERN GLASS SUBSTITUTES

Seems like everybody's using transparent R-V-LITE wherever glass is used in Poultry Houses, Storm Doors, Windows, etc.

ALL-PURPOSE UTILITY

You make many extra sales with R-V-LITE because your customers find so many more uses for it.

REPEAT SALES QUALITY

Guaranteed satisfaction brings R-V-LITE customers in your store over and over again!

R-V-LITE 5 STAR SALES HELPS

- ★ All-Purpose Utility Makes More New Sales
- ★ Trademarked Quality Brings Repeat Business
- ★ Handy Display Rack Reduces Waste, Speeds Sales
- ★ New Merchandising and Point-of-sale Helps
- ★ National Magazine and Radio Advertising

Admits over 60% Ultra Violet Rays. Weather-proof-Shatterproof! Comes in 50 ft. and 150 ft. rolls, 36 inches wide, packed individual carton.

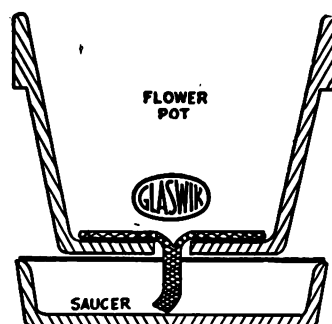
DEALERS! WRITE TODAY for money-making Service Display Proposition and FREE SAMPLE, available through your local jobber.

ARVEY CORPORATION

Exclusive Manufacturers of R-V-LITE
3497 NORTH KIMBALL AVENUE CHICAGO, ILLINOIS

For details use enclosed card—refer to **HT 1793**

GLASS WICK WATERS PLANTS; CLAIMED TO AID GROWTH



Description: The Glaswik semi-automatic watering system consists of a spun-glass wick that draws water as needed from a flower-pot saucer up to the soil in the pot, where capillary action spreads the moisture evenly.

Sales Features: It is claimed that this mechanism eliminates daily watering, keeps a uniform water supply at room temperature throughout the flower-pot, assures a better assimilation of plant foods and vitamins and gives permanent service since spun glass does not corrode or decay.

List Price: 25c a foot.

Manufacturer: Atlas Asbestos Company.

For details use enclosed card—refer to **HT 1794**

DEALER Helps

BOOKS

Two display cartons containing a dozen books for boys and girls now are being distributed by this publishing company. The books retail at 25c each. First group of literature for youngsters is the Billy and Ruth promotion, No. 75X; second assemblage of 12 fiction works, the Golden Day series, No. 700X. Goldsmith Publishing Co.

For complete details use card—refer to **HT 1795**

TOYS

Though Tinkertoys are 27-years-old, a booklet describing this line which has been a favorite of youngsters for many generations is a 1941 arrival. The gay cover page shows a little girl with flying pigtails pulling her toy. Copies of the publication are available to dealers. The Toy Tinkers, Inc.

For complete details use card—refer to **HT 1796**

CRAYON

A brochure featuring the many different kinds of crayons developed for use in the industrial field is off the presses. It shows pictorially many interesting and time-saving operations for which a particular kind of crayon has been developed. American Crayon Co.

For complete details use card—refer to **HT 1797**

IRON GLUE

A catalogue sheet containing information about iron glue now is available. "Kork-N-Seal" is a new addition to the item's package. This innovation permits easy opening of the container and simple re-sealing. The McCormick Sales Co.

For complete details use card—refer to **HT 1798**

COTTON

The advantages of "No-Flame" fireproofed cotton are listed in a sales sheet now being sent out by the manufacturers of this product. A safe decoration for Christmas trees, the cotton is available in the following amounts, 30 x 40, 100 batts to a carton; 30 x 60, 50 batts to a carton, 30 x 108, 8 batts to a carton, and boxed 30 x 60, 48 batts to a carton. Folders and sign cards are available also as dealer helps. Lockport Cotton Batting Co.

For complete details use card—refer to **HT 1799**

ELECTRIC SHAVERS

Multiple head electric shavers are starred in a broadside outlining the fall merchandising campaign for these products. This firm also is tripling its national magazine advertising this fall. Included in the literature for dealers are two pages containing dealer advertisements. Remington Rand, Inc.

For complete details use card—refer to **HT 1800**

GLASS FILTER ROD

An appropriation of \$50,000 has been made by this corporation to be used by dealers for advertising its glass filter rod in local newspapers over their own names. This program will end on December 1. Advertising certificates are furnished the jobber who gives these to the dealer buying Cory rods. Cory Glass Brewer Corporation.

For complete details use card—refer to **HT 1801**

VACUUM CLEANERS

Of interest to dealers is a 12-page booklet describing a Premier Aire-Matic "80" all-purpose cylinder-type cleaner. The booklet measures 8½ in. by 11 in. Illustrations on separate pages describe the cleaner's tools performing specialized tasks. The publication may be used as a sales demonstration manual by the dealer and as an instruction book by the purchaser. Premier Division, Electric Vacuum Cleaner Co., Inc.

For complete details use card—refer to **HT 1802**

FLOOR SANDING

New on the dealer horizon is a handy chart with samples of floor sanding products. Featured are three samples of "Speed-Grits Openkote" combination for old floors and nine squares of papers for both new and old floors. A chart indicating proper care and maintenance of wood floors also is given as well as a list of floor sanding suggestions and two new catalog pages showing list prices of abrasive paper. Behr-Manning Corp., Division of Norton Co.

For complete details use card—refer to **HT 1803**

NATIONWIDE PROMOTION

To present this firm's entire range of products to the public, a widespread advertising campaign is being placed in action. Each advertisement presents a picture of the company's service to the nation through production for defense and to the citizenry through provision for "better farming, production and living." Radios and refrigerators will have a turn in being spotlighted in promotion. Stewart-Warner Corp.

For complete details use card—refer to **HT 1804**

FLOOR LAMPS

Shaped to boost the 1941-42 line, this firm's "magic dozen deal" supplies the dealer with a colored display exhibit serving as background for as many as seven lamps; 500 free envelope stuffers illustrating 12 lamp models in deal and imprinted with dealer's name and address; a 16-page catalog portraying the line; and an especial price. Mitchell Manufacturing Co.

For complete details use card—refer to **HT 1805**

AIR CONDITIONERS

Two air conditioners, Gale Lake Louise C-50 for fairly large rooms and Gale Lake Placid G5-R for smaller rooms, are described in two folders and a broadside. Releasing refreshing air during each season of the year, this air conditioning is claimed to dehumidify the air; filter out dust, dirt and pollen; operate quietly, and function for years. Gale Products, division of Outboard, Marine and Manufacturing Co.

For complete details use card—refer to **HT 1806**

CATALOG HOLDER

A counter catalog holder for hardware dealers to keep all essential sales data in compact form on their counters has been prepared by this company. These are priced at \$3.95 each. Geneva Manufacturing Co.

For complete details use card—refer to **HT 1807**

★ ★ ★ Defense ★ ★ ★
"Oil Conservation"
is a
SALES ADVANTAGE
WITH **Control**
DEPENDABILITY



Most Oil-Burning Heaters and Appliances now use A-P DEPENDABLE Oil Controls—for assurance of "the most heat from the least fuel"! Fuel Economy has always been an important Sales Advantage on these Appliances.

New 1941 Edition of the "A-P Album of Space Heater Selling" tells you how to make more sales, more profits this year on Oil-Burning Appliances. Write for YOUR copy today. It's FREE to all Retail Salesmen.

★ AUTOMATIC PRODUCTS COMPANY
2834 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN

AP DEPENDABLE
Oil Control Values

For details use enclosed card—refer to **HT 1808**

TWO DISPLAY CARDS PROVIDE STRIKING SETTING FOR GUNS



Dealer Helps: Two display cards have been prepared as a background for this company's sporting arms models. Measuring 23 in. high, 23 in. wide and 5 in. deep, the cards are supported by easel backs. The Savage exhibit, shown above, portrays the story of an encounter with a tiger by Harry Caldwell, Chinese missionary. The figures of Caldwell and his Chinese boy are die-cut to stand out in front of the cave. A notched platform shows Model 99. Framed in the other card which has a target shooting pictorial theme is a .22 rifle.

Manufacturer: Savage Arms Corp.

For details use enclosed card—refer to **HT 1809**

NEW

MODERN-LINE PLATED Red Devil GLASS CUTTERS



New standard handles on all models. Heavily plated and polished.

Perfect finger rest. Long-life, machine made uniform alloy steel wheels.

Oversize hard bronze axle, smooth operation. Pregreased. Rustproof.

LONDON P. SMITH, INC.
IRVINGTON, N. J.

NO. 024 NO. 023

New VISIBLE DISPLAY!

GLASS CUTTERS • GLAZIERS POINTS • GLASS PLIERS
PUTTY KNIVES • WOOD SCRAPERS • PAINT CONDITIONERS
FLOOR SANDING MACHINES • ELECTRIC FENCERS

For details use enclosed card—refer to **HT 1810**

LETTERING EQUIPMENT ENABLES DEALER TO MAKE HIS OWN SIGNS



Description: The Wrico sign-maker, shown above, is a new development in lettering equipment. This unit permits the hardware dealer to make his own show cards, price cards, and many other signs at minimum expense.

It is claimed that the set requires no skill or training to use. Included in the unit are a patented brush-pen, a chromium-plated steel guide holder, a pyralin alphabet guide, a pyralin number guide, and a jar of brush-pen black ink.

Retail Price: \$4.90.

Manufacturer: Wood-Regan Instrument Co.

For details use enclosed card—refer to **HT 1811**

New LITERATURE

FURNACE PIPE AND FITTINGS

A wide variety of furnace pipe and fitting equipment is described pictorially and verbally in Catalog No. 35-C. In the preface of publication, trade information is given and photos of the company's branch factories are shown. Attractively bound in a red and black cover, this catalog now is available to retailers. Milcor Steel Company.

For complete details use card—refer to **HT 1812**

LIGHTING DECORATIONS

"Noma Lights with Mazda Lamps, 1941," is the title of a catalog illustrating a wide variety of lighting decorations. Photographs of the products are colored. Noma Electric Corp.

For complete details use card—refer to **HT 1813**

OIL-BURNING HEATERS

To cooperate with the government in the promotion of fuel economy and to insure maximum efficiency in the operation of its oil-burning heaters, this stove company has released a new installation manual. The book measures 8½ in. by 11 in. and has 24 pages. Florence Stove Co.

For complete details use card—refer to **HT 1814**

WOOD CARVINGS

"The Book of Projects" presents applications of carved wood mouldings, ropes, beads, rosettes and hand and machine carving in homes or in school shops. Specific directions are given for a large group of projects. Klise Manufacturing Co., Inc.

For complete details use card—refer to **HT 1815**

FLOOR SANDING SERVICE

"The How and Why of Floor Sanding Service" was compiled to introduce hardware retailers to a new and profitable field netting them as much from sales of supplies as from renting fees. Dealers who are interested may contact the company for a free copy of this book. Behr-Manning Div., Norton Co.

For complete details use card—refer to **HT 1816**

LATHES

A new condensed catalog describing this line of lathes and has just been issued. Containing only 8 pages, this 8½ by 11 in. booklet may be placed in a binder or filed in a standard letter file. The data includes illustrations, basic dimensions, capacities, speeds and feeds of back-gear, screw cutting lathes having 9, 10, 13, 14½ and 16 in. swings, with bed lengths from 3 to 12 ft. South Bend Lathe Works.

For complete details use card—refer to **HT 1817**

BOILERS

Circulars containing excerpts from the company's general catalog and describing residence boilers using oil, gas, bituminous coal, anthracite coal and also stoker types have just been released. These may be obtained from the Kewanee Boiler Corp.

For complete details use card—refer to **HT 1818**

RECIPE BOOK

A new recipe book available in separate editions for use with the following type of ranges—electric, gas, coal-wood and coal-wood-electric combination—now is being released. The publication is entitled, "Delicious, Easy-to-Cook Early American Recipes." Publishers of this book are the manufacturers of Dutch oven gas, electric, coal-wood, and coal-wood-electric combination ranges. Vitamin, calorie and mineral charts appear in the free book. Globe American Corp.

For complete details use card—refer to **HT 1819**

GUNS

A catalog describing products produced by this firm as well as two folders now are being distributed. One folder features receiver tang sight which brings aperture nearer to the eye, gives a long sighting radius, and a sharper definition of front sight and target when applied to rifles. Second folder relates facts about the "game-getter" which is claimed to be "two guns in one." Marble Arms & Mfg. Co.

For complete details use card—refer to **HT 1820**

CLOSET FIXTURES

Four model closets with ideal handy devices are pictured in the catalog describing the line of "K-Venience" clothes closet fixtures. Catalog No. 841 has 16 pages of illustrations, descriptions, and uses of these items. Also included are details about a "Windo-Garden". Brackets for glass window shelves are supplied by this firm. Knappe & Vogt Manufacturing Co.

For complete details use card—refer to **HT 1821**

TREE TRIMMING EQUIPMENT

Pictures and descriptions of tree trimming equipment comprise the new Catalog No. 27 recently released by this company. Prices of the tools also are listed. Also mentioned are various tree preservation bulletins and two books concerning trees, all of which may be obtained from this firm. Bartlett Manufacturing Co.

For complete details use card—refer to **HT 1822**

COOK BOOK

"Revere's Guide to Better Cooking" a new cook book stressing the health value of waterless cooking now is being offered to consumers through dealer outlets. The publishers of the book are the makers of copper clad stainless steel ware. These utensils have self-sealing lids, pistol-grip handles, handles and knobs that are welded to the product; and use less heat because they are rapid heat-conductors. Revere Copper and Brass Inc., Div., Rome Manufacturing Co.

For complete details use card—refer to **HT 1823**

BLOWER CATALOG

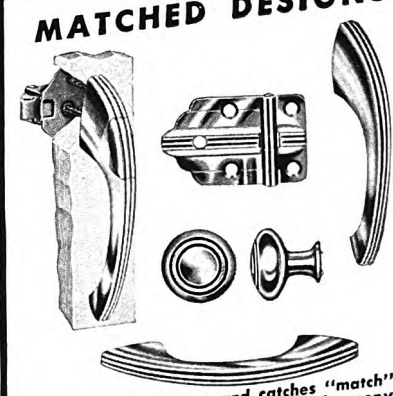
The release of a 64-page combined catalog and engineering data book with universal blowers as its theme has just been announced. The publication features four lines of direct-connected and belted blowers, plus two lines of volume blowers, motor construction, and a group of Marine blowers. Ilg Electric Ventilating Co.

For complete details use card—refer to **HT 1824**

Amerock

Achievements!

MATCHED DESIGNS



Knobs, pulls, hinges, and catches "match" perfectly in design giving complete harmony to the finished installation. Pioneered by "Amerock." Patents Nos. 2,233,278; D126,551; D126,566.

AMEROCK FOR ACTION!

ASK YOUR JOBBER

Copyright 1941

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL.

For details use enclosed card—refer to **HT 1825**

TRIO OF POCKET FLASHLIGHTS IMPRINTED WITH VICTORY MOTTO



Description: In tempo with the defense drive, "V for victory" flashlight models have this motto imprinted on their cases. In the photograph is No. 200V pocket flashlight which has a solid brass case with colorful enamel finishes; a button push switch, and a white plastic tip that throws a combination spotlight and glowlight. It measures 3 in. long. Model No. 201-KV, also 3 in. long,

is saddled by a black leather key case holding five keys. Of super-powered two cell fountain pen size, Model No. 2100V senior has a black enamel finish; a permanent switch, a turn red knob on top and a pocket clip. The models use standard batteries.

Dealer Help: A display is given to retailer with each dozen items.

List Prices: Model No. 200V, 29c; No. 201-KV, 50c, and No. 2100V senior, 59c.

Manufacturer: Micro-Lite Co.

For details use enclosed card—refer to **HT 1826**

THIS LIQUID DEODORANT LOANS FRAGRANCE TO PAINT OR VARNISH



Sales Features: One pint of the liquid paint deodorant, can of which is illustrated here, will treat 40 or more gallons of paint at a cost to the painter of about 4c per gallon, estimates the manufacturer. A two-ounce bottle is said to treat five gallons of paint. It is alleged that the paint deodorant has a clean, fragrant odor and may be added to paint, varnish and enamel without affecting color or drying.

Dealer Help: Descriptive circulars now are being supplied to hardware dealers.

Retail Price: Each pint retails for \$1.75; each two-ounce bottle for 40c each. Twelve bottles are placed in each display carton. A carton sells for \$4.80.

Manufacturer: Mer-Q-ree Inc.

For complete details use enclosed card—refer to **HT 1827**

SONGBIRD TOY REPRODUCES AN ASSORTMENT OF BIRD CALLS



Description: Although it is very new, the "American Song-bird" which is photographed above, already is becoming very popular with youngsters and also with those who once were youngsters. It is blown, whistle-fashion, to produce bird calls. It sounds an endless variety of feathered flier's melodies. No skill is necessary to play the midget instrument. The product which utilizes natural colorings of birds is mounted on a card which contains directions for its use.

Price: 25c.

Manufacturer: Chicago Musical Instrument Co.

For complete details use enclosed card—refer to **HT 1828**

CONVERTER PERMITS AC SHAVERS TO BE USED ON DIRECT CURRENT

Sales Features: Currently staging a market debut, a new converter now makes it possible for executives and traveling men to use their Remington AC products in hotels, clubs, office buildings or factory offices where only direct current (DC) is available.

Description: By employing the converter, Speedak, Rank or special Magnetic Model 76, all of which are Remington AC only electric shavers, now may be used on DC. The firm's AC massage vibrator also may be used with the converter on direct current outlets. To convert 110 volt direct current to 110 volt 60-cycle alternating current, user plugs mechanism into wall outlet and the shaver cord into converter outlet.

Dealer Help: A new folder describing the converter and other products now is being distributed.

Manufacturer: General Shaver Division, Remington Rand, Inc.

For complete details use enclosed card—refer to **HT 1829**



"THIS IS A PRETTY GOOD AXE. I'LL TAKE IT."

CLUSTERS OF BELLS MAKING DEBUT FOR CHRISTMAS SALES



Description: Realizing the appeal of single bells or clusters of bells as Christmas decorations, many retailers are ordering large quantities of these items. Deluxe bells, making their debut this season, are available in four dimensions, all of which are equipped with Mazda lamps.

Retail Prices: Single bell, \$1.25 each; 2-bell cluster, \$1.59 each; 3-bell cluster, \$1.99 each, and 5-bell group, \$2.59 per cluster.

Manufacturer: Royal Electric Co., Inc.

For complete details use enclosed card—refer to **HT 1830**

COLORED PLASTIC BATHROOM ACCESSORIES FORM SWANK SET



Description: Illustrated is a plastic combination set for shower curtain and bath window drapes. Attractively pack-

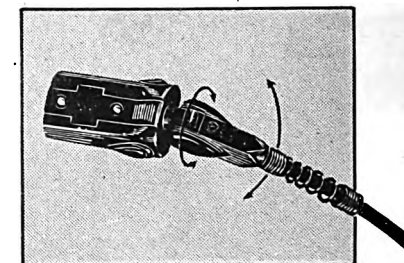
aged in the gift box are 12 shower curtain hooks, two window drape tie-backs and one shower curtain clip-back. These items are made of glossy plastic which is claimed to be unaffected by heat or cold and unbreakable in normal usage. The accessories may be obtained in white, green, light blue, peach, crystal, black, maize, dark blue, orchid, wine or dusty rose.

Retail Price: Each set retails for \$1. A dozen gift packages are placed in each carton.

Manufacturer: Blossom Manufacturing Co.

For complete details use enclosed card—refer to **HT 1831**

IRONING CORD PROTECTED BY WRIST ACTION OF SWIVEL PLUG



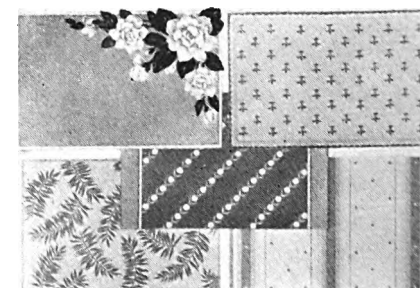
Sales Features: The swivel plug, employed by the illustrated "no-tro" ironing cord, imitates the action of the human wrist, swinging from side to side and spinning around; thereby, eliminating kinking and twisting of the cord. Since no wires enter the plug, the cord will not break off. Because it does not permit the cord to reflect any wear or strain, the plug prevents broken wires, burned out fuses, sudden stoppage and wasted current due to short circuits which often result from sharp bending and chafing of the cord at the point where it enters the plug. When this set is used, the insulated cord which measures seven feet is always out of the way of ironing operations.

List Price: \$1.25.

Manufacturer: Davis Manufacturing Co.

For complete details use enclosed card—refer to **HT 1832**

PLASTIC TABLE MATS MADE IN FIVE PATTERNS, MANY COLORS



Description: Illustrated are five styles of plastic table mats now available to hardware dealers. The mats are made in the following colors: moderne, upper left, green and gold or rose and silver; fern pattern, upper right, silver; diagonal floral, center, grey and white on rust, red, or yellow; Fleur de Lis, lower left, gold and green, silver and blue or red and white; gardenia theme, lower right, in flower's natural green and white.

Manufacturer: The Meyercord Company.

For complete details use enclosed card—refer to **HT 1833**

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HARDWARE *Today*

SCANNING THE FIELD *for Ideas*

ROBOT SANTA ATTRACTS PUBLIC

Bowing gracefully and motioning passerbys into the store, a robot Santa Claus, standing in front of a hardware business in West Virginia last year multiplied customer traffic for the establishment's owner. This mechanical St. Nicholas, the contrivance of a local mechanic, had an electric motor and attracted many folks who came to view this curiosity and lingered to inspect displays in the store.

TEMPORARY TOY CENTER

Each Christmas, a hardware store in the East turns into a toy center. The transformation is performed by covering all the regular displays with exhibits featuring toys. So that new sales people employed for this period may become toy authorities almost instantaneously, the new selling staff is fortified with manuals indicating suitable toys for children of various ages. Patrons' "what shall I buy" queries then are answered with ease. This store also places age ranges on many marking tickets attached to toys.

FIREPLACE DISPLAY STIRS COMMENT

In Orlando, Fla., much comment was stirred last year by an exhibit of a huge fireplace with Santa and his pack of toys standing in front. The use of red lights made the fire in the fireplace seem realistic while a fan blew the steam, which looked like smoke, out through the top.

BAKE SALE BOLSTERS BUSINESS

A "Christmas Bake-Sale," staged by a local church group is held annually in a Maryland hardware store. This project proves beneficial to both the retailer and the organization. Since proceeds of the sale further the church's Christmas fund, members flock to the store to buy bakery goods and stay to inspect attractive gift exhibits.

(Continued on page 10)

MAR 1942



Like the smiling couple, shown here, most folks become kitchen-minded as the holiday season is launched, and are interested in acquiring new appliances to assist in the concoction of savoury dinners. Besides spotlighting stoves, refrigerators and housewares to facilitate festive entertaining, hardware dealers also are promoting the sales of these items by advertising them as ideal Christmas gifts. (Photo courtesy The Peoples Gas Light and Coke Co., Chicago.)

NOVEMBER
1941

vol. 2

No. 11

GARDEN TOOL DEAL, DISPLAY NOW AVAILABLE TO RETAILERS



Dealer Helps: The PHG 45 master deal and display, shown in the photo above, provides an initial stock of hedge and grass shears, a floor-stand exhibit, and other dealer helps. Assortment of items is balanced in three price ranges. Free goods on this \$34.50 deal with sales value of \$55.48 amounts to \$3.04.

Floor stand display, counter high, is specially designed in full color to merchandise the deal. It can be used as a complete unit or as seven separate displays for counters and windows. Also included with these items are a four-color, three panel window display, counter cards, window streamers and circulars. A catalog in color also is available.

Package and Shipping Weight: The master deal and display is packaged in one carton with a shipping weight of 90 lbs.

Manufacturer: Seymour Smith & Son, Inc.

For complete details use enclosed card—refer to **HT 1834**

"HANG-UP" KITCHEN UTENSILS ARE ENAMELED IN BRIGHT COLORS



Sales Features: A new line of "hang-up" kitchen utensils now is being introduced on the market by this firm. The practical handle design, which may be viewed in the photo here, provides a hole for hanging up the utensil. The utensils are enameled in bright colors to harmonize with standard kitchen fixtures. The wall rack with seven hooks can be placed either on

the back of a cupboard door or on the wall near the stove where they are easily accessible to the housewife.

The "comfort-grip" handles are not affected by the hole in the tip, according to the manufacturer. It also is claimed that the heavy coats of enamel keep the tools in a bright and clean condition. Nickel-plated metal parts of the new line are said to insure durability and service of the utensils. A matching line of strainers with "hang-up" handles also is available. The strainers are manufactured in a wide variety of sizes, meshes and types.

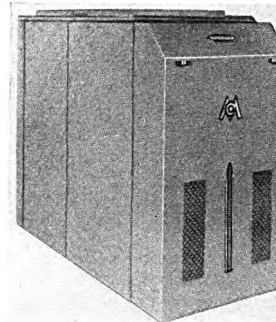
Manufacturer: Edward Katzing Co.

For complete details use enclosed card—refer to **HT 1835**

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THERMOSTATS CONTROL OIL-FIRED WINTER AIR CONDITIONING UNIT



Description: The "400 series" winter air conditioning unit, shown at left, which is oil-fired, is controlled by thermostats and provides adequate heat in every part of a home. The primary heater is constructed of boiler plate steel. Formed of heavy corrosion-resisting steel, the super-heater radiator provides 31 square feet additional heat radiating surface.

The paneled type cabinet is made of 22 gauge furniture steel.

Motor is of standard make, 110 V, 60-cycle, A.C. The oil burner has 1/6 h.p. long hour motor with built-in switch, cast aluminum self-cleaning fan; G. E. transformer; quiet double universal joint, glazed insulators, stainless steel electrodes and the latest type of fuel pump unit. Burner capacity is 1 to 1.35 gal. per hour.

Sales Features: Users of this oil-fired winter air-conditioning unit will find that oil is the ideal heat because there are no fires to kindle, coal to shovel, grates to shake, ashes to remove, soot or smoke to tolerate, claim the manufacturers.

Manufacturer: The Majestic Co.

For complete details use enclosed card—refer to **HT 1836**

SCOTCH GIFT WRAP TAPE, XMAS SEALS APPEAR IN NEW PATTERNS



Sales Features: Launched by an expansive advertising campaign, the new, improved assortment of 1941 Scotch Tape Christmas items is expected to net increased sales to dealers this season. Ten numbers of gift wrap tape and seven Christmas seal designs are this firm's contribution to gift wrapping for the coming holiday.

Seven different designs are rotated on the Christmas seal dispenser which contains 108 seals, all in one color. The dispensers, containing seal rolls which measure 3/4 in. by 2 1/2 in., are available with blue, red or green seals. There is a space between each design so that the user can easily separate and cut it without marring the next seal.

Description: Gift wrap tape rolls are made in the following two sizes—5/16 in. by 15 ft. and 1/2 in. by 10 ft. These rolls may be obtained in six patterns or in solid colors of silver, blue, red or green.

Retail Price: Gift wrap tape sells for 10c per roll without a dispenser; Christmas seal dispenser for 25c.

Manufacturer: The McCord Co., Inc.

For complete details use enclosed card—refer to **HT 1837**

SLIGHT BREEZE IS SUFFICIENT TO OPERATE NEW WINDMILL SYSTEM

Prospects: Farmers.

Description: If there's enough breeze to flutter the leaves of a tree, a farmer can have running water with a windmill, states the Baker Manufacturing Co., which now is announcing its new Monitor Sky Power windmill water system. Main parts of the new Monitor system are a storage tank, a windmill force pump with an automatic air pump control, and an all-weather windmill.

Monitor automatic force pumps for operating a windmill pressure water system can be used equally well with pneumatic pressure tanks or overhead

storage tanks. The automatic air pump regulating attachment can be obtained separately for adapting force pumps already installed to a pressure system.

Most appropriate site for an underground concrete tank is a nearby hill above the level of the water faucets. The tank should be 1000-gallon capacity to tide over the supply in days of wind calm, advise the manufacturers.

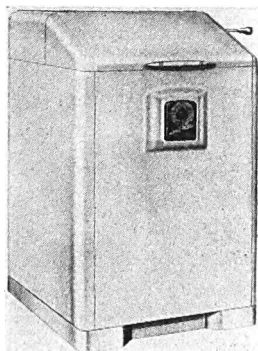
Sales Features: Chief features of the new 4000-W line of self-oiling windmills include a new "pull-in" control, a storm safe V-brake, a wind governor, an "iron vault" gear case, a ball-bearing turntable, a "roller-ring" oiler, a spiral pinion and anti-oil-leak inclined shaft, Tobin bronze bearings, a lifetime pump rod swivel and a sure-lock vane latch. Producers of the system claim that the first cost is soon repaid by savings on power cost.

Dealer Help: A booklet describing the windmill system has recently been released by this company.

Manufacturer: Baker Manufacturing Co.

For complete details use enclosed card—refer to **HT 1838**

TUB RINSING ELIMINATED BY WASHER WITH MANY FEATURES



Sales Features: "The Abc-o-matic is a new washer that eliminates set tubs and all tub rinsing, washes, triple rinses in running water, and damp dries a nine-pound load of wash in 10 minutes," states the manufacturers of this machine. The model washes with suds kept active by a plastic agitator and damp dries by pressure. It may be used as a portable kitchen unit or as a permanent home laundry installation.

Manufacturer: Altorfer Bros. Co.

For complete details use enclosed card—refer to **HT 1839**

Today's Sales Strategy Starts with SEASONABLE MERCHANDISE

★ AMERICAN CHAIN will add materially to your current sales and profits if you push the styles and types people need and are ready to buy immediately.

One of these is American Chain Tested WELDED COIL CHAIN in the attractive ACCO-PAK display container. Coil Chain is needed now for scores of practical uses in factories and on the farm. It is made in 4 popular sizes in bright, self-colored or galvanized finish. Your jobber sells ACCO-PAK Coil Chain by the foot, making it easy to figure selling prices and profits.

Here's another good American Chain, COW TIES. They're seasonable and salable. Farmers are buying them now as they bring in their cows from the pasture to the barn.

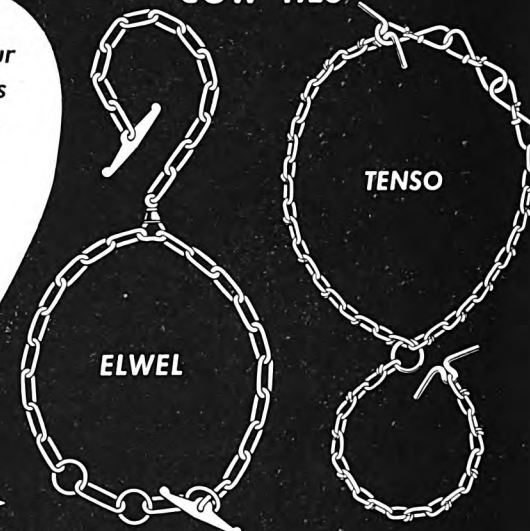
Fall rains and winter snows bring a lively demand for TOW CHAINS. Cars and trucks bog down in the mud. Or they stick in snow banks or slide into the ditch. Tow chains pull them out.

The uses of general purpose chains would make a list as long as your arm. You know they'll sell now if pushed.

AMERICAN CHAIN DIVISION

YORK • PENNSYLVANIA

COW TIES



TOW CHAINS

AMERICAN CHAIN & CABLE COMPANY, Inc.



ESSENTIAL PRODUCTS ... AMERICAN CABLE Wire Rope, TRU-STOP Emergency Brakes, TRU-LAY Control Cables, AMERICAN Chain, WEED Tire Chains, ACCO Malleable Iron Castings, CAMPBELL Cutting Machines, FORD Hoists and Trolleys, HAZARD Wire Rope, Yacht Rigging, Aircraft Control Cables, MANLEY Auto Service Equipment, OWEN Springs, PAGE Fence, Shaped Wire, Welding Wire, READING-PRATT & CADY Valves, READING Electric Steel Castings, WRIGHT Hoists, Cranes, Presses ... *In Business for Your Safety*



For complete details use enclosed card—refer to **HT 1840**

FABRICS INDICATED ON HEAT CONTROL DIAL OF NEW IRONS



Sales Features: The trio of new irons, shown at left, all have a heat control dial on which fabrics, instead of temperatures, are indicated. Another joint feature is the "Tel-A-Lite" which glows inside the moulded plastic handle of each appliance when the iron is plugged in, goes out when the pre-selected ironing temperature has been reached. If a higher temperature is selected during ironing, the device will glow until the new degree is reached. All three irons operate on 1,000 watts, AC only.

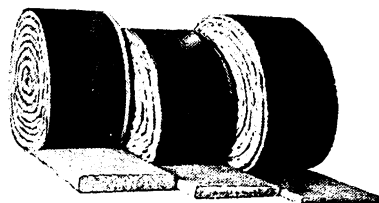
Description: The tel-a-matic iron, appearing at the top of the photo, is chromium plated and trimmed with chrome and has an embedded element constructed under the company's dur-a-life patent for long life and direct heat. It has a 10,000-cycle cord permanently attached through a spring wire strain release. Exhibited in the center is the Model No. 470-R iron which has a cool plastic handle, a highly polished one-piece chromium shell, and a patented embedded heat element. Lowest in price is the model at the bottom of the illustration, No. 421-R which has a plastic handle, chromium shell and embedded heat element together with a seven-foot 10,000-cycle attached cord.

List Prices: The tel-a-matic iron is priced at \$8.95; model No. 470-R at \$7.95; and No. 421-R at \$5.95.

Manufacturer: Knapp-Monarch Co.

For complete details use enclosed card—refer to **HT 1841**

ROCK WOOL PROVIDES INSULATION AGAINST COLD, HEAT AND SOUND



Prospects: Home Owners.

Description: This uniform felted rock wool is produced in fireproof, strip form for wall, roof and ceiling insulation of buildings against heat, cold and sound. It is fully enclosed between vapor barrier paper on one side and creped kraft paper on the other side and on the edges. It is sealed with sturdy nailing flanges scored for automatic air space recessing. Measuring 15 in. wide, it fits standard 16 in. spaced building framing. This rock wool insulation is available in full, medium and single thicknesses.

Package and Shipping Weight: Rolls are packed in a corrugated carton. Fifty sq. ft. of Type Number V83 which has a full thickness is packed in a carton weighing 60 lbs.; V82, medium thickness, measures 75 sq. ft. to a carton weighing 70 lbs. and single thickness V81 packs 125 sq. ft. into carton with weight of 80 lbs.

Suppliers: Wholesalers.

Manufacturer: The Barrett Co.

For complete details use enclosed card—refer to **HT 1842**

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . . Radios
 . . . Stoves . . . Heaters . . . Farm Implements . . . Garden Tools . . . Seed
 . . . Janitor Supplies . . . Sporting Goods . . . Toys . . . Wheel Goods . . .
 Games . . . Gadgets . . . Gifts and Novelties.



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MEMBER **CEA**

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HAND-COLORED ANGEL CANDLES ARE ATTRACTIVE YULE DECORATIONS



Description: Decorative additions to holiday tables are the angel wax candles, shown in the top photograph. The white angels bearing Christmas trees have hand-colored faces, golden hair, blue wings and blue bases. From the top of the white tree to the base, these statue candles measure 7 in. high. Only the tree will burn.

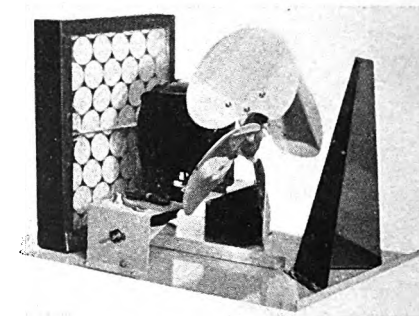
Dealer's Price: The tree and angel combination is sold to retailers at \$7.20 per dozen sets. The hand-colored angels claim a wholesale price of \$1.80 a dozen.

Retail Price: Angels with trees retail for \$1 per set.

Manufacturer: Manhattan Wax and Candle Co.

For complete details use enclosed card—refer to **HT 1843**

AIR BOOSTER-CONDITIONER TO BE USED IN WARM AIR HEATING PLANTS



Description: Illustrated is a new combination air booster and conditioner unit being presented for use with warm air gravity flow heating systems, using wood, coal, coke, gas or oil. This unit circulates and filters the air, and may be installed on practically all makes and types of furnaces. Installation is simple and inexpensive, the manufacturers claim, pointing out that no changes in duct work are necessary during this process.

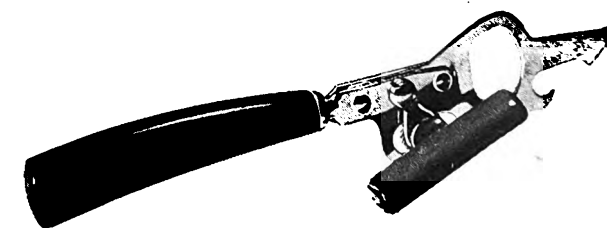
The unit increases the rotation of the air by drawing it down one of the cold air ducts and then cleans it of dust and dirt by having it pass through an Owens-Ford fiberglass filter. The air is then divided by means of an ingeniously designed diversion plate, forcing the air upwards and around the bonnet of the furnace, and over the entire hot air circulating system.

Sales Features: With gravity flow installations, the furnace must be operated at 400 to 600 degrees in order to force the heat upstairs, the company states. This unit permits the gently-warmed air that has not been baked dry to be moved at only 136 degrees, thereby saving fuel. Furnace booster units also can be used for summer cooling.

Manufacturer: Wayne Automatic Relay Co.

For complete details use enclosed card—refer to **HT 1844**

CAN OPENER WITH PLASTIC HANDLE HAS FIVE USES



Sales Features: Quintuplet can opener, photographed here, received its name because it can be used in the following five ways: as a pryer for pressed-in covers, jar opener, bottle-cap remover, screwdriver and as a can opener. It is claimed that even a child can operate it and that no dangerous cuts or bruises to hands or fingers may result from using this gadget. The instrument may be transformed to a handle for cans. The manufacturers state that this automatic opener does not shave slivers of tin into the food. This item's handle is made of colored plastic.

Retail Price: \$1.

Manufacturer: Klarion Merchandising Corp.

For complete details use enclosed card—refer to **HT 1845**

GLASS PLATE GIVES LONG LIFE TO CAKE AND CHEESE



Sales Features: The glass cake plate and cover, shown above, has been designed to preserve cake and cheese in a fresh condition for several days. Because of its attractive appearance, it may be used for serving at the table in addition to its useful role in the kitchen.

Description: Made entirely of glass, the cake plate and cover is highly polished. The plate measures 13½ in. wide and has a height of 7 in. (including the knob).

Suggested Retail Price: \$1.25.

Manufacturer: Jeanette Glass Co. The product is distributed by Newland, Schneeloch & Piek, Inc.

For complete details use enclosed card—refer to **HT 1846**

PICK-PROOF CYLINDERS GIVE PROTECTION AGAINST BURGLARY

Prospective Uses: For use in homes, stores and apartments.

Sales Features: When the new pick-proof cylinder is installed in a lock, nothing will unlock it but the owner's key. Recommended by burglary insurance companies, the new pick-proof cylinder is heralded by scientific experts as an engineering achievement. There are two models of pick-proof cylinders which are available—the mortise type and the rim type which has a quick releasing adjustable spindle. These protections against burglary are made of cast bronze metal.

List Price: Rim type, \$3.30 each; mortise type, \$4.

Manufacturer: Norwalk Lock Co., Division of Segal Lock & Hardware Co., Inc.

For complete details use enclosed card—refer to **HT 1847**

TILE AND GLASS NIPPER IS CONSTRUCTED OF ALLOY STEEL



Description: "Red Devil" No. 508 tile and glass nipper is the newest product in the line of tools and specialties manufactured by this company. This handy tool is made from special alloy steel, drop forged and scientifically heat treated. It combines unusual strength with light weight, and is built for long, hard usage.

According to the manufacturer, this moderately-priced tool with its improved shape has been designed to make the job of nipping, cutting or shaping tile and similar materials easier, and to produce better and cleaner results.

Manufacturer: Landon P. Smith, Inc.

For complete details use enclosed card—refer to **HT 1848**

WHITE ELECTRIC STOVE HAS 7 COOKING SPEEDS, ONE-PIECE TOP



Sales Features: Among the advantages of this model No. 9070 electric range are a streamlined appearance attained by a one-piece top, a white porcelain enamel finish, economical operation, seven cooking speeds, seven-heat units providing accurately measured heats for each cooking need, insulated ovens to provide coolness, safety, low temperature and simmering heats to retain health-building vitamins and minerals in foods.

Description: Overall dimensions are 39 in. wide, 27 in. deep, and 41½ in. high. A table-serving tray of wood is furnished with each stove. This stove has three ball-bearing service drawers. The oven unit operates at 2,900 watts; the economy cooker at 1,200 watts and the table service broiler in top of oven at 3,200 watts.

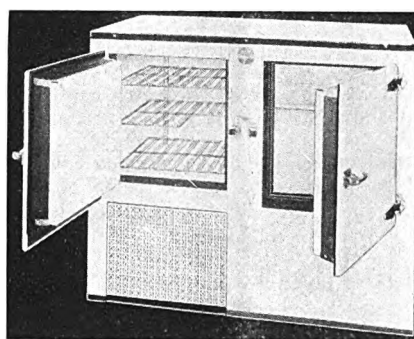
Dealer Helps: Now available to retailers are a broadside describing this electric range line and a catalog page featuring the electric range 9070, which is photographed above.

Shipping Weight: Approximately 325 lbs.

Manufacturer: A-B Stoves, Inc.

For complete details use enclosed card—refer to **HT 1849**

HOME LOCKER PLANT HAS THREE ZONES AND A 300-LB. CAPACITY



Sales Features: As much as 300 pounds of poultry, meat, vegetables and fruit can be accommodated for fast freezing and frozen storage in the home locker plant, pictured atop. It also has a normal refrigeration compartment of sufficient capacity to serve the daily needs of the average farm family. This unit solves both the domestic refrigeration and frozen storage needs of farmers who wish to store produce for better prices or more varied eating.

All shelves of the model which is known as the "sanitary tri-zone," are accessible to the door. The fast freezing section is separate from the frozen storage, so that condensation from foods being frozen cannot affect the temperature of foods in frozen storage.

Shipping Weight: 510 lbs.

Manufacturer: Sanitary Refrigerator Co.

For complete details use enclosed card—refer to **HT 1850**

Produce more this year by using faster tools



You profit by selling more speed on rush jobs with the work-saver

RIDGID

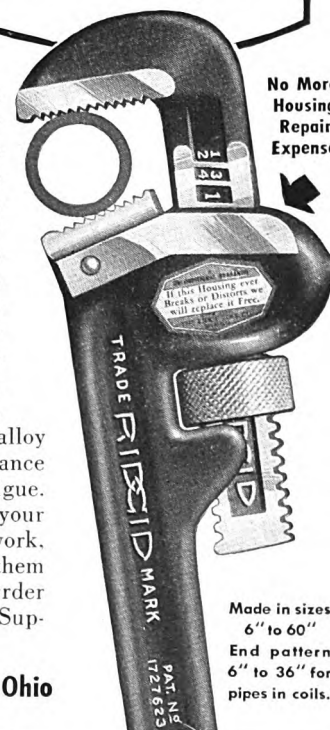
PIPE WRENCH

That housing won't break down just when it's needed . . . no expense or time lost for repairs

MILLIONS of RIDGID

Wrenches are doing their share to speed vital work this year . . . However tough the job your customers give the RIDGID, that guaranteed housing can take it—no time out, fewer spares needed. Safe chrome molybdenum jaws grip and let go instantly, are easily replaceable. Handy pipe scale on hookjaw, adjusting nut in open housing spins quickly to pipe size. Comfort-grip alloy I-beam handle and efficient balance of whole tool means less fatigue. Your customers appreciate your showing them how to do more work, with less tool expense—sell them the easier-working RIDGID. Order RIDGID Wrenches from your Supply House.

THE RIDGE TOOL CO., Elyria, Ohio



No More Housing Repair Expense

Made in sizes 6" to 60" End pattern 6" to 36" for pipes in coils.

RIDGID

WORK-SAVING PIPE TOOLS

For complete details use enclosed card—refer to **HT 1851**

CASH IN ON SUPER DEMAND

For this New Super Force Cup!

The TOILET MASTER

SPECIALLY DEVELOPED TO MEET GREAT DEMAND of plumbers, engineers, real estate maintenance men, etc. Made of high grade rubber, heavily reinforced to create extreme pressure! Fully guaranteed, pays for itself within a short time!

*Stock up for more sales and profits now, or write for descriptive literature and prices.



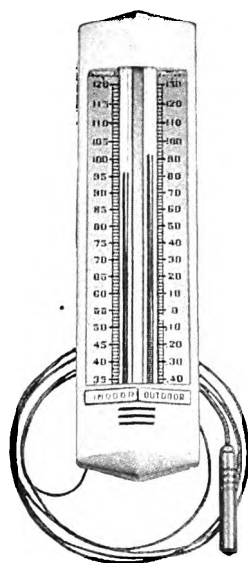
- EXTREME PRESSURE
- FITS CONTOUR OF TOILET BOWL
- NO SPLASHING!

Retails at
\$2.50

KEYSTONE BRASS & RUBBER CO., INC.
BROAD & LEHIGH AVE., PHILA., PA.

For complete details use enclosed card—refer to **HT 1852**

NEW THERMOMETER INDICATES INDOOR, OUTDOOR TEMPERATURE



Sales Features: When mounted inside a room, this instrument indicates both the indoor and outdoor temperature. The flexible metal tube extending through the window is five feet long. The thermometer is made with an ivory plastic case. Scales on the scientific indicator are gold-colored with black graduations.

Dealer Helps: A national advertising campaign in magazines will take place this fall. Line folders and counter displays now may be obtained by retailers.

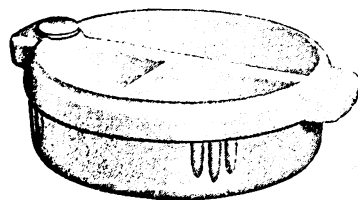
Shipping Weight: Approximately 2 lbs.

Retail Price: \$6.00.

Manufacturer: Fee and Stenwedel, Inc.

For complete details use enclosed card—refer to **HT 1853**

FOOD WARMER FOR INFANTS HAS THREE COMPARTMENTS



Prospective Use: To be used to feed babies.

Description: This food warmer is sturdily constructed so that it will not tip, according to the manufacturer. A porcelain dish with three compartments, it has a double porcelain wall so that hot water poured into the base through an opening in the handle will keep food warm. The warmer which is available in either pink or blue, is packed in individual display cartons and in standard packages containing a dozen units.

Retail Price: \$1.00 for Model No. 946 which is illustrated here.

Manufacturer: Hanksraft Co.

For complete details use enclosed card—refer to **HT 1854**

Do you know

... that wood soon will be used as a substitute for plastics in radio manufacture if the predictions of authorities in this field ring true? According to these experts, chemical shortages soon will take plastics out of wide use in civilian fields.

... that leaders in the household cutlery field prophesy a return to tin plating to replace chrome-plated and even stainless steel wares in the near future? One large manufacturer has been experimenting in new methods of tin plating for some time. This company believes that tin will be easier to purchase for this purpose than chromium and stainless steel.

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... that a new material for metal containers is alleged to be an able substitute for aluminum foil? This composition metal is comprised of a number of non-essential metals. The container consists of a highly calendered paper board with foil on the outside and a clear plastic over a sized clay coating on the inside.

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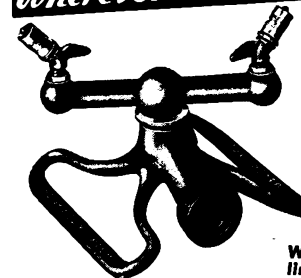
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... that the term plastic is a commercial, rather than a scientific designation? "The line is drawn not so much by what the substance is, as by what it will do," states a recent article in "House Furnishing Review." Because they are heat-resisting, plastics are found mostly when used as handles and knobs on pots, pans, coffee makers and kettles, continues this item.

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SPRINKLER SALES GO WAY UP

Wherever the MARCH ACE is offered



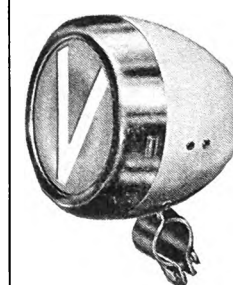
The finest small lawn sprinkler on the market today. So outstanding in operation that each one sold gains new customers for you. Covers up to 30 ft. circles with even distribution. Exceptionally well made and attractively priced.

Write, TODAY, for catalog of complete line. Please furnish name of your jobber.

MARCH AUTOMATIC IRRIGATION CO., MUSKEGON, MICH.

For complete details use enclosed card—refer to **HT 1855**

BICYCLE HEADLIGHT HAS "V FOR VICTORY" LENS



Description: A bicycle headlamp fitted with a blue convex shatter-proof lens in which the letter V is etched introduces the "V for Victory" theme into the bicycle dealer's field. This new product is photographed at the left. When lighted, the lamp shows the V in natural color against a blue background. The symbol can be seen at long range by traffic approaching in the

opposite direction. Finished in white enamel, the lamp has a chrome ring. It connects with batteries and is equipped with wiring, handle-bar bracket and fittings.

This item uses one Mazda automotive lamp, 6-8 volts, with a 500-hour life. The lamp measures 4¼ in. long and 3⅞ in. wide.

Shipping Weight: When packed, the product weighs one lb. and 7 oz.

List Price: \$2.50.

Manufacturer: E. A. Laboratories, Inc.

For complete details use enclosed card—refer to **HT 1856**

FLOOR DISPLAY PRESENTED FOR FLASHLIGHTS, BATTERIES



Description: The "Bright Spot" floor display stand, illustrated here, now is being distributed to dealers by this company. Also of news to dealers is that it is included free with an assortment of flashlight cases, making it possible for them to display a complete line of cases in a minimum of space. Room for a vendor display of flashlight batteries is also provided.

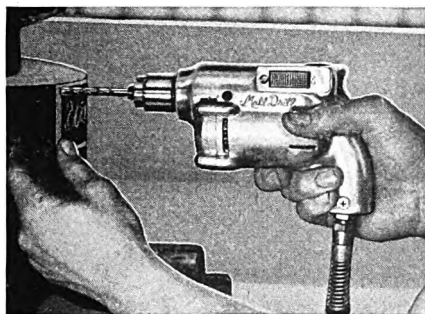
The display stands about 5 ft. high, and occupies about three sq. ft. of floor space. It is sturdily constructed of corrugated board and is attractively finished in three colors. Retailers claim that it makes an ideal

flashlight and battery department.

Manufacturer: Burgess Battery Co.

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LIGHTWEIGHT 1/4 INCH DRILL HAS PISTOL GRIP, MANY USES



Prospective Uses: This new pistol grip 1/4 in. drill is recommended for use in the airplane industry, for auto body building, sheet metal work and in any field where high speed production drills are required.

Sales Features: The lightweight drill, which balances a scale at three lbs. without its cord, has a streamline design and castings of aluminum die case to insure strength. All high speed bearings nest in steel inserts which are cast integral with castings. Other advantages include extra long brushes; easily accessible openings for cleaning commutator; precision ball bearings for vibration-free, cool operation; single pole, bakelite enclosed switch; gears made of heat-treated special alloy steel and an all rubber cord with molded strain reliever.

Description: The switch guard protects the bakelite button on the switch and the handle is air-cooled by a stream of air flowing through it. Capacity in steel is 1/4 in. The no load speed is 2200 r.p.m. and the full load speed, 1800 r.p.m. Over-all length is 7 3/4 in., over-all height, 4 3/8 in.

Shipping Weight: Shipping weight is 4 3/4 lbs.

Retail Price: \$32.

Manufacturer: Mall Tool Co.

For complete details use enclosed card—refer to **HT 1858**

SMALL WASHER IN LARGE MODEL CREATES HOME CLEANING SYSTEM

Sales Features: Most unique feature of the Launderluxe washer is kleenette, a separate, smaller washer operating within the larger tub and from the same mechanism. Through the auxiliary washer equipped with special agitators, lid cover and handles, a complete home cleaning system is created. The small inside washer may be used for laundering sheer fabrics and lingerie, baby's clothes, boiling and sterilizing, segregated washing of handkerchiefs, dry cleaning, dyeing, and for occasional washing jobs. The small tub has a flat bottom and may be placed on the stove to heat the water, if necessary.

Description: The Launderluxe washer has double wall tubs to maintain water temperature, massive wringers with automatic pressure adjustment and double-bar safety release. All Launderluxe washers are finished in hi-bake white enamel.

Manufacturer: Horton Manufacturing Co.

For complete details use enclosed card—refer to **HT 1859**

FIVE WRIST WATCHES ARE MOUNTED ON XMAS TREE DISPLAY



Dealer Help: Illustrated is a new display being distributed by this company to boost the Christmas sales of Mickey Mouse wrist watches. Displayed on the tree are four Mickey Mouse watches in chrome cases and one with an electro-gold plated case. This attractive exhibit serves to remind the consumer that these watches are ideal Yuletide gifts for members of the younger generation.

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LIQUID FORMS PROTECTIVE GLOVE FILM OVER HANDS

Sales Features: When rubbed on the hands, liquid "Liganto" dries quickly and covers the skin with a thin film resembling a glove. This surface mask can be dissolved only by water. Visible by its luster, one can tell if any spots are left uncovered by the liquid. The liquid guards worker's hands against skin irritations resulting from contact with solvents like benzene, turpentine thinner and other products. It also keeps grime, paint, grease and other substances from becoming embedded in the pores.

Manufacturer: Simplex Chemical Corp.

For complete details use enclosed card—refer to **HT 1861**



Sold Exclusively Through
Distributing Wholesalers

- ① First to be Wrapped and SEALED in Cellophane.
- ② Perfect Adhesiveness and Tensile Strength.
- ③ Strong Distinctive Green Core.
- ④ Colorful Attractive Boxes.
- ⑤ A Company in the Insulation Business Since 1878.

HAZARD INSULATED WIRE WORKS
DIVISION OF THE OKONITE COMPANY
Wilkes-Barre, Pa.
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PANTHER DRAGON
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The TOILET MASTER

SPECIALLY DEVELOPED TO MEET GREAT DEMAND of plumbers, engineers, real estate maintenance men, etc. Made of high grade rubber, heavily reinforced to create extreme pressure! Fully guaranteed, pays for itself within a short time!

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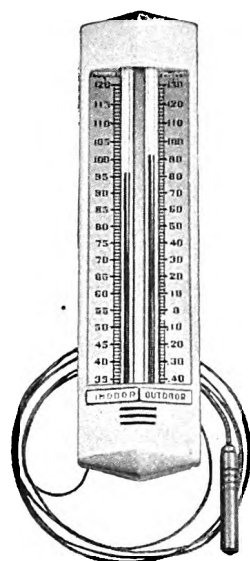


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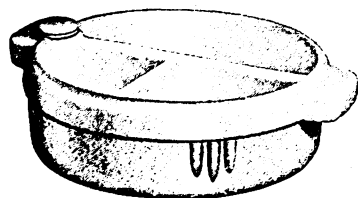
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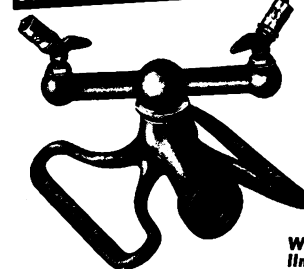
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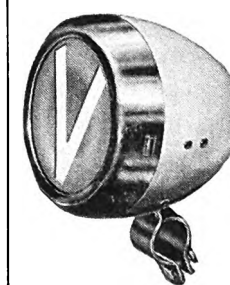
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This item uses one Mazda automotive lamp, 6-8 volts, with a 500-hour life. The lamp measures 4¼ in. long and 3¾ in. wide.

Shipping Weight: When packed, the product weighs one lb. and 7 oz.

List Price: \$2.50.

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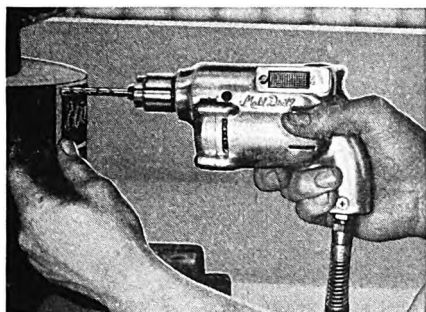
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Manufacturer: Simplex Chemical Corp.

For complete details use enclosed card—refer to **HT 1861**



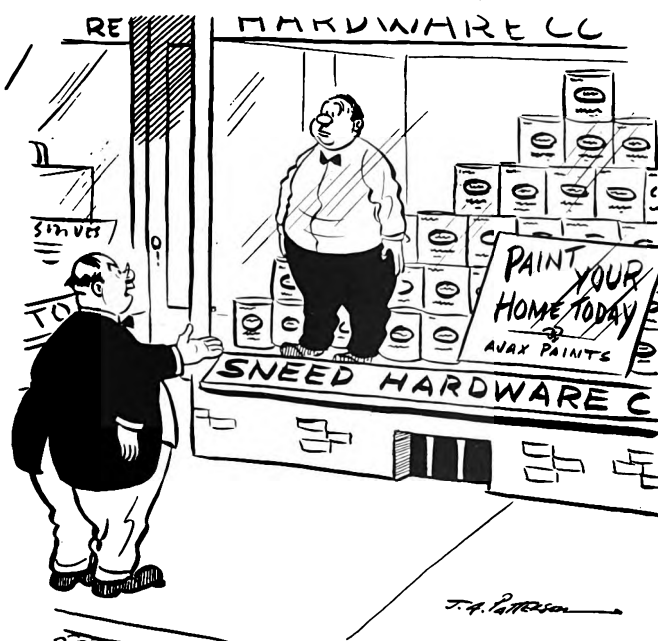
Sold Exclusively Through Distributing Wholesalers

- ① First to be Wrapped and SEALED in Cellophane.
- ② Perfect Adhesiveness and Tensile Strength.
- ③ Strong Distinctive Green Core.
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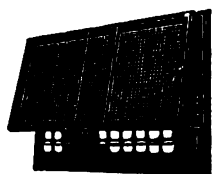
For complete details use enclosed card—refer to **HT 1862**



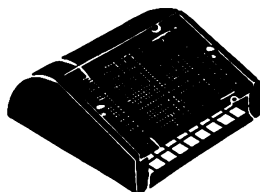
"A BEAUTIFUL WINDOW, SNODGRASS. NOW, I SUPPOSE ALL WE HAVE TO DO IS CUT A NEAT LITTLE HOLE IN THE GLASS FOR YOU TO GET OUT."

Advertisement

SHIELDS AND FILTERS IDEAL FOR HOMES WITH HOT AIR HEATING



WALL TYPE No. 69



FLOOR TYPE No. 99

Sales Features: "McCabe's Clean Air Filters and Shields" ideal for homes with hot air heating. Can be installed without removing register . . . Replaceable filters . . . Easily cleaned by brushing or vacuum cleaner . . . Catches grime, dirt and soot. The average sale is over 6 units . . . Available in two types. Color: Black, Walnut-Grain and Ivory.

Dealer Helps: Two-color easel display units. Newspaper mats and cuts. Cooperative Dealers Sales Plan.

Package and Shipping Weights: Packed one dozen to the carton. Wall type No. 69, per carton, 12 lbs. Floor type, No. 99, per carton, 30 lbs.

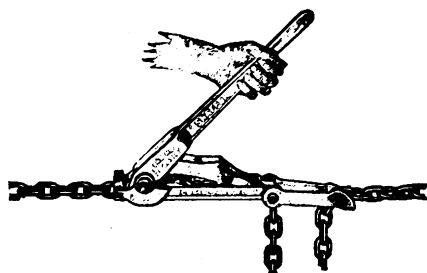
Suggested Retail Price: Wall type, No. 69, 89c. Floor type, No. 99, \$1.49.

Manufacturer: Swing-A-Way Steel Products, Inc., 1439 Merchandise Mart, Chicago, Ill.

Advertisement

For complete details use enclosed card—refer to **HT 1863**

HAND POWER UNITS ARE AVAILABLE IN THREE SIZES



Prospective Uses: An ideal all-round handy tool, this hand power unit can be used to erect or repair a silo, straighten a tree, bind a load, to assist in moving heavy machinery, tighten a pump rod, pull a stump, in closing and opening stuck doors, as a winch and as a hoist.

Description: Made of special alloy castings and BBB steel chain, "come-along" hand power units are painted orange. They are available in the following three sizes: "Midget" which has been tested to 2,000 lbs.; "Standard," to 6,000 lbs.; and "Heavy Duty," to 8,000 lbs.

Dealer Helps: Displays and folders with room for dealer imprints are being distributed.

Shipping Weight: "Midget" has a shipping weight of 10 lbs.; "Standard," of 22 lbs.; and "Heavy Duty," 35 lbs.

List Prices: "Midget," \$6.50; "Standard," \$9.50; "Heavy Duty," \$12.50.

Manufacturer: J. E. Schaffer Co.

For complete details use enclosed card—refer to **HT 1864**

SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"NEW YORK IS IN A BUYING MOOD"—"Keeping up with the Joneses" psychology is inserted in this advertisement which invites readers to join in the popular diversion of the day.

"CAMPAIGN FOR SAVINGS"—This word trio mirrors election preparations, thereby attracting the attention of most people because their thoughts are directed towards political events at present.

"SIDE-LINE SUCCESSES" is an attractive title for groups of accessory items which dealers wish to place in the public spotlight.

"A STROKE OF LUCK" heads the announcements of a sale instituted because of a bargain in purchases made by an Illinois store.

"LUCKY YOU!"—The person out of luck at sale time is the seller who takes the loss, hints this advertisement which was presented in an Eastern newspaper by a New York store.

"AT HOME WEEK"—With this title, a store in Seattle, Washington invited residents of that city to drop in and see the new season's displays.

"DRAFT THESE VALUES FOR HOME PROTECTION" is a good heading to call attention to electrical appliances, heaters, stoves or refrigerators.

"WAKE ME EARLY MOTHER DEAR" is slanted at interesting readers in a group of clocks.

"WISHFUL THINKING"—A store adopting this phrase can declare that its prices are so favorable that the happiest dreams come true.

"WE'RE PASSING THE SAVINGS ON TO YOU"—Buyers in the East put the gains in bargains in farm implements.

"AS YOU LIKE IT" is a quartet of words that could not be improved upon by Shakespeare who originated the phrase.

"IF WINTER COMES, WILL YOU BE FAR BEHIND?" is an excellent challenge for a display of oil heaters, stoves or other similar equipment.

"THANKSGIVING THIS CHRISTMAS" is a suitable Christmas advertisement for Thanksgiving. It refers to the gratefulness of a housewife for the practical gift of a stove purchased from a Detroit store.

CHRISTMAS HEADLINES

"Mother Is Hoping You'll Give Her This" . . . "Mother Delights in Gifts That Are on the Practical Side of Giving!" . . . "If Mother Is Your Favorite Girl!" . . . "He'll Be Glad to Take This on the Chin" ((electric shavers) . . . "The 'Smart Set' for Christmas" (shaving or smoking combinations) . . . "Men Go Strong for these Masculine Gifts" . . . "Some Happy Thoughts for Dad's Christmas" . . . "If He's a Traveling Man, It's Important He Travel in Comfort" . . . "She Will Be Wishing Her Beaux Were as Clever as You" (gifts for sister) . . . "Sis' Is Hoping for these. You Be the One to Give Them" . . . "Any Man's Fancy Would Turn to Gifts Like These" . . . "Let These Gifts Go to His Head" (military brushes) . . . "How to Say 'Merry Christmas' to a Man!"

NEVER-LIFT IRON INTRODUCES SEPARATE STEAM ATTACHMENT



Description: Model No. 965 is the designation of this "never-lift" speed iron with a steam attachment which enables the user to iron with or without steam. The steam attachment consists of a metal boiler with built-in electric heating unit in the bottom and is entirely separate from the iron itself. Boiler is designed to be attached to the ironing board. A cloth-covered tube of small diameter conducts the steam generated in the boiler to an inlet on the upper surface of the iron. A bakelite cap which covers the boiler-top and contains the end of the steam tube has a handy control lever by means of which the user may at will switch the steam into the iron or let it escape through an opening in the cap. The boiler has an automatic safety shut-off control.

Sales Features: Numbered among advantages are the iron's weight of only 5 lbs.; availability without steam attachment; ease of change from steam ironing to dry ironing without disconnecting steam tube; steam unit's boiler capacity of one quart; safety of iron, and rust-proof features of steam passage. Other innovations include a head-light in the handle front to cast light on ironing operations, and special marking on the dial of fabrics to show user correct heat for steam use of iron.

Retail Price: Without the steam attachment, the iron retails for \$12.95. The steam attachment is available at a small extra cost.

Manufacturer: Proctor Electric Co., Sales Division of Proctor & Schwartz, Inc.

For complete details use enclosed card—refer to **HT 1865**

GLASS TEAPOT SIMPLIFIES PROCESS OF BREWING PERFECT TEA

Prospective Uses: Besides being used as a teapot, this model also may serve for the preparation and serving of soups, cocoa, chocolate, hot milk, coffee, hot or cold fruit drinks, ice water, lemonade or carbonated beverages.

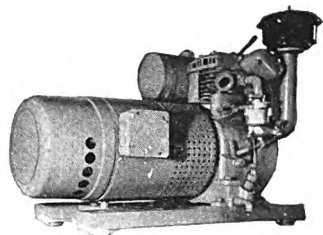
Sales Features: This newcomer to the Pyrex line which is called the "American Hostess" has a six cup capacity and can be used directly over a flame or electric element. When watched through this transparent glass container, tea can be brewed to exactly the proper strength. The teapot is designed to harmonize with fine China and has a glass handle constructed to fit the hand comfortably. Other outstanding highlights include a wide top opening for easy cleaning and pouring, a lock-on cover which keeps ice out of glasses when iced tea or fruit drinks are being poured.

Retail Price: \$1.75.

Manufacturer: Corning Glass Works.

For complete details use enclosed card—refer to **HT 1866**

NEW 110-VOLT A. C. LIGHT AND POWER PLANTS INTRODUCED



Prospective Uses: Ideal for farms, summer homes, trailers, resorts, cabin camps, sound trucks, radio stations, and also for continuous or stand-by service in the event of power line failure for running oil burner, stoker, refrigerator motors, or other equipment.

Description: This firm's new line of light and power plants include Model 14A, 600 watts; 26A, 1000 watts; 28A, shown here, 1500 watts, and Model 30A, 2000 watts. Generators are of the self-excited, single phase type, generating 110-volts, 60-cycle A.C. 1800 r.p.m. They have double-sealed ball bearings. These plants are a good source of D.C. at a usable voltage.

Plants are powered with four-cycle, single cylinder, air-cooled engines, and have specially designed float-feed type, adjustable carburetors. Plants are available with remote control or full automatic control.

Model 28A has an oil capacity of five pints. This plant is 19 in. wide, 30 in. long and 22¼ in. high. Net weight is 320 lbs.

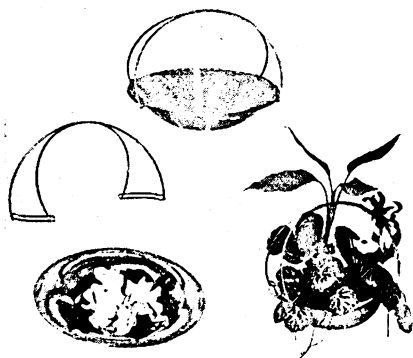
Shipping Weight: Model 28A has a shipping weight of 420 lbs.

Dealer Help: Literature describing this line of light and power plants is available to retailers.

Manufacturer: Kato Engineering Co.

For complete details use enclosed card—refer to **HT 1867**

CHROME-PLATED HANDLE MAY BE USED ON TRAY, GLASS BOWL



Sales Features: The handle, shown here, may be used on trays, glass bowls or on any metal or crockery pieces which have a vertical edge. The chrome-plated carrying device will expand from ten to 15 in. An ingenious host or hostess can discover endless uses for it. It may be employed to assist in the serving of cold cuts, cheese, sandwiches or snacks or as a handle for flower dishes or fruit bowls.

Suggested Retail Price: 50c.

Manufacturer: M. Cooper.

For complete details use enclosed card—refer to **HT 1868**



With Christmas only a month-away, gift shopping now takes precedence over other forms of buying. Household appliances to be used for holiday entertaining now occupies second place among types of consumer purchases for November.

Bowl and Candlestick Holders—Throughout the Middle West, new sales records were set during early November by a set consisting of a petal pattern bowl and a pair of candlestick holders. Priced at \$3.75, the set is available in red, green, blue, copper, iridescent and gold finish. The bowl measures 11½ inches wide. (Dodge, Inc., Los Angeles, Calif.)

Tiles—A series of 12 white tiles, authentically illustrating widely known historical subjects, are popular gift items in New York. They are cork-backed and may be used either as tea tiles or as wall plaques. Hangers make them serviceable for the latter use. Measuring 6 inches square, the tiles are available also in sepia, blue or rust and sell for \$1.50 each. (S. P. Skinner Co., Inc., New York, N. Y.)

Salt and Pepper Shakers—Capturing the interest of shoppers, a whimsical pair of salt and pepper shakers, designated as "Captain Barby" and "Mrs. Q" were much in demand in stores throughout the East. The giant shakers are priced at \$5 a pair. (Pacific Clay Products, Los Angeles, Calif.)

Album—"Permo Pull-O-Matic" albums which turn snapshots into motion pictures were in demand in Eastern states during the past month. Standard edition of the album holds 50 prints, 50 negatives up to 3½ by 5½ inches. Produced in black, blue, green or red simulated leather, the album is priced at \$2. (American Binder Co., New York, N. Y.)

Coffee Maker—A newcomer to the shops, the Victory model glass coffee maker selling at \$2.45, created great customer demand. The item is equipped with the standard Silex patented spring tension filter that is claimed to insure crystal clear coffee. It has a semi-wide neck, and an eight-cup capacity. (The Silex Co., Hartford, Conn.)

Combination Set—New Royale combination, consisting of a full kit of tools or a revolving brush hand cleaner accompanying a floor cleaner, was priced at \$42.50. (The P. A. Geier Co., Cleveland, Ohio)

Wax Paper Holder—Sales were being reported for a new wooden wax paper holder with decalcomania flower design. It is available in red, blue, ivory and green for the sum of 25c. (Handy-Wood Manufacturing Corp., New York, N. Y.)

Vacuum Cleaner—Creating sales volume in Chicago recently, was the Aire-Matic "90," Premier cylinder-type vacuum cleaner which was available at \$49.95. (Premier Division, Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio)

Roast Rack—"Roastrite" racks which may be adjusted to seven positions won consumer favor throughout many states during the past fortnight. Model No. 100 constructed of four gauge heavily plated wire has notches to hold the rack securely at each position. The product has a retail price of \$1. (D. E. Sanford Co., Los Angeles, Calif.)

Travel Towels—In demand as gift packages in the East were travel towels which are amusingly labelled "China Clipper," "The White House," "Alcatraz," and by many other titles. They are wrapped three to a package which retails at \$1.25. (Distinctive Creations, Inc., New York)

Ash Trays—Attracting many customers this month in Chicago were a group of ash trays decorated with a variety of prints, flower or novelty patterns under a glass liner. Presented in ivory or pastel green colors, the trays retail at 59c each. (Convex Picture Studios, Detroit, Mich.)

NEW High-Carbon Solid Steel Rods

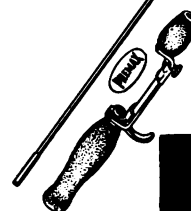
With a New and Lighter Graduated Blade

PREMAX

A better balance and greater snap than ever before will attract sportsmen to these new 1942 Premax Rods and swell your sales and profits. Six new numbers—see them—snap them and watch them whip right back.

Available with cork composition or live rubber grip formed steel detachable offset handles.

Get the 1942 Bulletin and see the splendid assortment listing at 35c to the combination Reelrod Kit at \$4.00.



Premax Products

Division of Chisholm-Ruder Co., Inc.
4204 Highland Ave., Niagara Falls, N. Y.

For complete details use enclosed card—refer to **HT 1869**

COFFEE MAKER IS DECORATED BY OLD SANDWICH GLASS DESIGN




Sales Features: A new style note is introduced in the old sandwich glass design decorating the upper and lower bowls of the "Victory" model of Silex glass coffee maker. Formed of Pyrex glass which is rugged and heat-resistant, the coffee maker has a spring tension filter which checks grounds and sediment, and a semi-wide neck designed for both easy pouring and cleaning.

Dealer Helps: Counter cards with patriotic designs will be furnished to dealers. This model also is being advertised in magazines and newspapers.



Retail Price: \$2.45.

Manufacturer: The Silex Co.

For complete details use enclosed card—refer to **HT 1870**





FARRELL-CHEEK
FIRE-FIXER
tools


Clinker Tongs

Fire Hooks

Pokers

Clinker Hooks

Ash Hoos

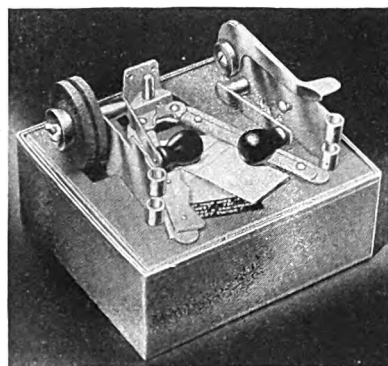

Back Up Wrenches

Slice Bars

PICK UP ADDITIONAL PROFITS DURING THE HEATING SEASON BY HANDLING THIS POPULAR LINE OF FURNACE TOOLS.

Ask your jobber for 1941 Catalog, or write direct to:—
FARRELL-CHEEK STEEL CO. SANDUSKY, OHIO

For complete details use enclosed card—refer to, HT 1871

GIFT SET CONTAINS CAN OPENER, JAR OPENER AND KNIFE SHARPENER



SWING-A-WAY

Description: Included in the new gift set being presented for the Christmas season by this company are three indispensable items for the home—a can and bottle opener, a jar opener, and a knife sharpener. Unconditionally guaranteed for five years, the can opener is a disc type cutter, leaving a smooth, drinking cup edge. All "Swing-A-Way" items slip easily off the bracket for cleaning or storage.

Retail Price: Gift set retails for \$3.95. Can opener sells for \$1.59 separately; knife sharpener for \$1.49; and jar opener for \$1.

Manufacturer: Swing-A-Way Steel Products, Inc.

For complete details use enclosed card—refer to HT 1872

SCANNING THE FIELD

(Continued from page 1)

CHARITY DRIVE CREATES GOOD WILL

Good will for his store is created by a retailer in Kansas who sponsors a drive to collect toys for poor children during the Yule season. He places a barrel inside his store for the collection of old toys and invites townfolks to contribute to this campaign. Besides increasing store traffic, he has discovered that many folks replace old toys placed in the barrel with new ones from his store.

APPEALING TO SPECIAL INTERESTS

Two special departments have been established in a store in Wisconsin to attract two new group of buyers. "The Cocktail Corner" and "Soldiers' Niche" are popular sections these days. With holiday entertainment increasing in momentum, men and women flock to the first counter to collect essentials for serving beverages. Because most patrons have a son, brother, cousin, friend, or neighbor at camp, the "Soldier's Niche" attracts their attention and often suggests the idea of sending a gift to the boy in service.

GIFT TO CUSTOMERS

For each \$15 purchase in his shop, the manager of a hardware store in Pennsylvania contributes a Christmas tree to the buyer. To facilitate the operation of this plan, he buys a carload of trees, places them in a nearby vacant lot and offers them for sale. His gift to customers is greatly appreciated and advances pre-season sales to a great extent.

INVITATION VIA MAIL

"The store is gay and bright, beautifully decorated and filled with a wealth of gift suggestions to help you choose gifts for those persons on your list," reads a penny postal mailed to a list of customers by a California dealer. On this card, he advises his clientele to begin now to lay-away a gift a day.

SNOW SCENE WINDOW DISPLAY

Applying the tempest in a teapot psychology to window displays for the holiday season, an Illinois store creates a snow scene by emptying a bag of feathers in the window and turning on an electric fan. This store also sets up a Santa Claus workroom so that tots may view Kris Kringle's assistants hammering away on horses, airplanes, dolls and other items to be delivered on Christmas Eve.

"RAIN CHECK" SAVES SALES

The "rain check" introduced by a dealer in Salina, Kansas, to hand to customers who arrived in store after merchandise had been sold out during a sale, has another purpose! It now serves as a salve to bridge the gap between potential purchaser and merchandise not yet at the store. In the face of current shortages, it has become a safety valve. It also yields concrete statistics useful in planning promotions.

SWEETS MULTIPLY SALES

By courting the interest of youngsters, wonders can be accomplished in building the volume of Christmas sales, attests a retailer in the Middle West. To win an audience among the younger generation, he announced that he would give a stick of Christmas candy to each child who visited his store accompanied by either parent. The sweets cost him less than a half cent each, but pay tremendous dividends. To display the goodies, he erects a ceiling high "candy tree" which has proved to be a big drawing card.

BOOSTING OIL HEATERS

"To boost sales of circulating oil heaters, a store must give best position on floor to a long line of these items," declares the owner of a hardware store in Minnesota. He states that heaters in his establishment are mounted on an eight-inch platform and are spaced about 12 inches apart so that they can be easily inspected and compared by customers. Telephone follow-up system for customers is employed. Ten days from time when prospective patrons visit store, a telephone call is made.

RUBBER-ENCASED FLASHLIGHT CAN'T BE BROKEN, IS WATERPROOF



Sales Features: Rub-r-lite flashlight can be used in rain, mud or salt water because it's waterproof; dropped without damage because it's rubber cushioned; and handled around electric wires safely because it's completely insulated. It has a two button switch, an inner case that cannot be damaged by worn-out batteries and a special reflector with aluminum mirror-finish, which throws a clear-cut spot for close or long range use, and a non-breakable plastic lens.

Description: The new flashlight is composed of three one-piece parts as indicated in this photo. Both two-cell and three-cell sizes are available and may be ordered in either focusing or fixed focus types.

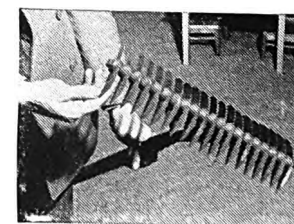
Dealer's Prices: Two-cell focusing type without batteries are \$12.50 per dozen; two-cell, pre-focus, \$12.50 for 12; three-cell focusing, \$15 a dozen; and three-cell, pre-focus, \$15 for each dozen.

List Price: Both two-cell focusing and pre-focus are \$1.55 each while three-cell, focusing and three-cell, pre-focus are \$1.95 each.

Manufacturer: William M. Lennan, Inc.

For complete details use enclosed card—refer to HT 1873

LAWN AND GARDEN RAKE HAS SELF-CLEANING TEETH



Sales Features: The lawn and garden rake with self-cleaning teeth, shown here, can be used on both creeping bent and ordinary grass. Unique, crescent-shaped spring steel teeth on one side of the rake provide the self-cleaning feature. The rake does not have to be lifted from the lawn at any time. When used on creeping bent, the teeth can be adjusted for this type of lawn by lifting the handle of the rake, thereby permitting the rounded portion of the teeth to slide over the surface without digging in and destroying roots.

For various uses on ordinary grass—leaf raking, re-seeding procedure and other purposes—teeth can be set in a more vertical position by lifting the handle of the rake. The other side of the rake has spring steel flanged teeth for garden work, and is used for mulching, breaking up lumps and loosening ground. Constructed for long duration, the rake has a seasoned ash handle firmly riveted to the rake head.

Manufacturer: A & A Manufacturing Co.

For complete details use enclosed card—refer to HT 1874

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TWO-SPEED VIBRATOR USED FOR FACE, SCALP OR BODY MASSAGE



Sales Features: The two-speed vibrator, pictured above, may be used for face, scalp or body massage. One speed is for gentle massage, the other, for more vigorous exercise of an area. The vibrator is equipped with four attachments—a soft sponge rubber, a hard plastic ivory ball, a soft rubber vacuum cup, and a rubber finger applicator. The item which has a walnut handle may be operated only on A.C. current.

Retail Price: \$3.95.

Manufacturer: Knapp-Monarch Co.

For complete details use enclosed card—refer to **HT 1875**

1942 DOOR CHIME MODELS ADOPT TRADITIONAL LINES

Sales Features: Pioneering in door chimes, this firm has created 22 new models for its 1942 line, all of which harmonize with traditional furniture designs. The shields are of a new wood composition, called Sylvite, which will not mar or crack and which permits faultless reproduction of old wood carvings. Oversized symphonic tubes give extra depth and resonance of tone.

Prices: Chimes in this line are priced from \$1 to \$59.50. A trio of popular models sell for \$1.75, \$2.95, and \$3.95. Especial values are the \$4.95 and \$7.95 numbers. Shown above is the Adam which has a Sylvite case, pickled pine finish and brass tubes, and bears a price tag of \$7.95.

Manufacturer: Edwards & Co.

For complete details use enclosed card—refer to **HT 1876**



"COME, COME, STEP ON IT! YOU DON'T WANT TO GO DOWN IN HISTORY AS BOTTLENECK SWENSON, DO YOU?"

ASSORTMENT OF DISPLAYS OFFERED TO PROMOTE WINTER SALE OF HEATERS



Dealer Helps: Among the new assortment of dealer helps now being supplied by this firm are lithographed cut-outs and streamers featuring its line of oil heaters, and also special cut-outs advertising oven ranges. Window and store cards repeat advertising themes used in national magazines and newspapers this fall, and full size reproductions of color page advertisements also are offered.

The company also provides two large "wall hangers"—one for pot-type and the other, for sleeve-type heaters. These exhibits describe the operation of each type of heater, emphasize important selling features, and give a description of each model in the line.

Manufacturer: Florence Stove Co.

For complete details use enclosed card—refer to **HT 1877**

TRIO OF OPEN-TOP CARPET SWEEPERS MAKE MARKET DEBUT



Description: Three new styles of open-top carpet sweepers now are being introduced to the market. These are: "Efficiency," Model No. 14, which is blue and has a white stencil; "Speedwell," Model No. 15, which is shown here and is gray with a blue and white stencil; and "Renown," No. 16, a walnut sweeper.

Sales Features: Chief assets are the open-tops which unlatch so that dust pans can be removed; wide rubber bumpers along the sides of the sweepers to keep them from scratching furniture; and their automatic adjustment to both long-tufted and short-tufted floor coverings, both of which they are said to clean equally well.

Retail Prices: No. 14, \$4.95; No. 15, \$5.95; and No. 16, \$6.95.

Manufacturer: Landers, Frary & Clark.

For complete details use enclosed card—refer to **HT 1878**

WELDWOOD GLUE HAS PUT NEW LIFE INTO GLUE SALES

10¢ 25¢ 50¢ 85¢



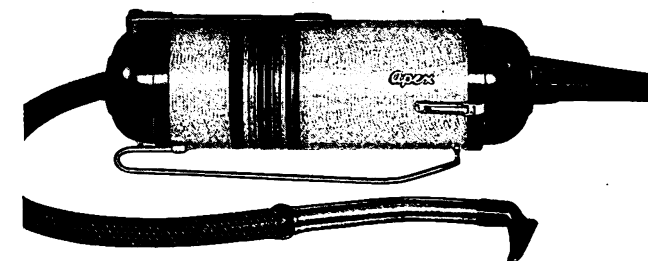
AT YOUR JOBBER

UNITED STATES PLYWOOD CORP., 616 W. 46th ST., NEW YORK

WELDWOOD PLASTIC RESIN WATERPROOF GLUE

For complete details use enclosed card—refer to **HT 1879**

CYLINDER-TYPE CLEANER HAS MANY CLEANING ATTACHMENTS



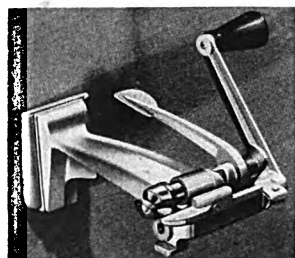
Sales Features: Termed an "Airline" cleaner by its manufacturer, the cylinder-type Apex model shown above, has a wool batt filter, 5½ in. wide which keeps dust out of the motor; a "toe-tap" foot switch with a plastic button; an oil-less ball bearing motor which develops 1/3 H.P. and operates on either AC or DC current. The cleaner is covered with brown and red aero-luggage fabric and has a metal trim finished in infra-red baked enamel. Numbered among cleaning tools are a two-piece metal extension wand, a rug nozzle, suction floor brush, handy crevice nozzle, upholstery nozzle, long bristle round dusting brush, an air filter, high pressure spray gun, a gas generator and can of crystals.

Description: The rubber hose is covered with braided fabric and is 8 ft. long including the coupling and metal end piece.

Manufacturer: Apex Rotarex Corp.

For complete details use enclosed card—refer to **HT 1880**

STREAMLINE CAN OPENER IS PRODUCT OF DEFENSE ERA



Description: Cooperating with the government in its program of product design simplification, the conservation of vital defense materials and the avoidance of price increases to the consumer, this company has produced a new, modernized and streamlined can opener to replace the "smoothcut" can opener that has been on the market for nearly ten years.

The new product, shown above is available in two models, each retailing at the same price as the previous "smoothcut" numbers: Embodying the same basic features of the old model, including the patented double-angle cutter, the new can opener has been simplified in design, construction, and performance. Operation is claimed to be improved, service-life increased, and cleaning made easier. The deluxe model has a grey satin finish; and the special deluxe item, a chromium finish. The latter product is packaged in a specially designed gift box.

Retail Prices: The deluxe model retails at \$1.80; the special deluxe at \$3.45.

Manufacturer: The Regina Corporation.

For complete details use enclosed card—refer to **HT 1881**

WASHABLE, PROTECTIVE COVERING PROTECTS WALL PAPER FROM DIRT



Prospective Uses: This washable protective covering is designed for use in plants, warehouses, show rooms, stores, offices and homes where provision is to be made for easy cleaning of wall surfaces.

Sales Features: The product may be applied over a newly-painted or a cleaned wall and provides a clear, transparent, flat protective film that prevents dust, dirt and grime from penetrating the pores of the paint or the wallpaper. Odorless, it dries within 20 minutes at a temperature of 70 degrees F., and possesses high ability to reflect and diffuse light. One gallon is claimed to cover approximately 1500 square feet.

Dealer Help: A six page folder, "As If By Magic," is available to retailers.

Manufacturer: The Bergonize Co.

For complete details use enclosed card—refer to **HT 1882**

RADIO-PHONOGRAPH CONSOLE HAS SWANK WALNUT CABINET



Description: The console radio-phonograph combination, pictured here, has a walnut cabinet measuring 34 in. long; 36 1/2 in. high; and 15 1/2 in. in depth. The combination set has a lightweight phonograph tone arm, designed to give superior tracking and equalized pressure on the groove walls, thus assuring longer record-life; and also a shock-mounted phonograph assembly. This six-tube radio set has loop antenna, continuous tone control, and an illuminated dial. The "insta-matic" record changer switches ten 12 in. or twelve 10 in. records at one loading.

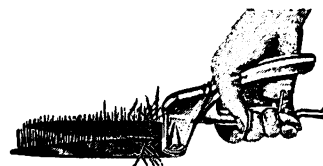
Dealer Helps: Available to retailers are background and counter display, banners, consumer circulars, and dealer catalogs.

Retail Price: "Pacemaker" model No. A-105 retails for \$89.95.

Manufacturer: Wilcox-Gay Corp.

For complete details use enclosed card—refer to **HT 1883**

HANDLE CLIP KEEPS SHEARS CLOSED WHEN NOT IN USE



Sales Features: Outstanding innovation of the new model of "Doo-Klip" grass shears is a handle clip which keeps the shears closed when they are not being used and which is released automatically by a slight pressure on the handle. Handles are pinch-proof and allow the arm and hand to remain in a natural position.

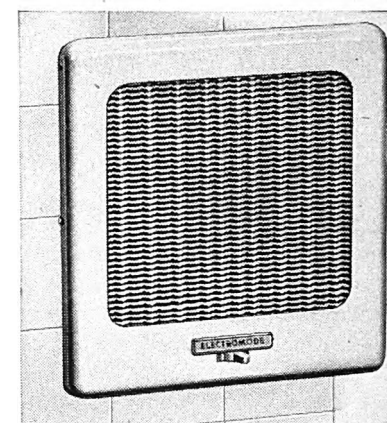
Description: Blades of cold-rolled steel are case-hardened and high polished to prevent rusting.

Retail Price: \$1.50.

Manufacturer: Alliance Manufacturing Co.

For complete details use enclosed card—refer to **HT 1884**

ELECTRIC WALL HEATER HAS CAST-IN SAFETY ELEMENT



Prospective Uses: Designed for use in nurseries, drafty halls, bathrooms, dens, chilly bedrooms and dressing rooms and in any room where auxiliary heating is needed.

Sales Features: This built-in-wall electric heater, Model WJ 15, shown at left, has a streamlined cabinet containing the cast-in aluminum element. There are no exposed hot wires or glowing elements of any kind. Other assets include a quiet motor-driven fan which distributes warm air in the living zone for greatest comfort; a safety switch automatically shutting off the current in case of stoppage of air flow or overheating from any cause; freedom from radio interference, dust, odors or fumes.

Description: The heater is available in white or ivory smooth baked enamel and is guaranteed for one year against all defects of material and workmanship. The front plate is 11 1/2 in. wide and 12 3/4 in. high.

Package and Shipping Weight: Net weight per product is 11 lbs.

Retail Price: \$29.50.

Manufacturer: Electric Air Heater Co., Division of American Foundry Equipment Co.

For complete details use enclosed card—refer to **HT 1886**

SIREN WHISTLE REPRODUCES WARNING SIGNALS, BIRD CALLS



Sales Features: Because youngsters are imitative and like to own toys that reflect current happenings, the siren whistle which produces sounds resembling an air raid siren promises to be a "best-seller" for boys and girls. Besides sounding warning signals, the whistle reproduces bird calls and easy tunes. It is very simple to play, according to the manufacturers.

Retail Price: 25c each.

Manufacturer: Chicago Musical Instrument Co.

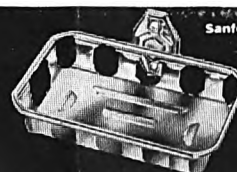
For complete details use enclosed card—refer to **HT 1887**

POPULAR-PRICED
BATHROOM AND KITCHEN FIXTURES
in AUTOYRE HY-GRADE CHROMIUM,
BRIGHT CADMIUM, AND BAKED,
SPRAYED WHITE ENAMEL
WRITE FOR LITERATURE

ASK YOUR SUPPLIER ABOUT

Autoyre

THE AUTOYRE COMPANY, OAKVILLE, CONN. "DESIGNED TO MAKE THE PASSER-BUY!"



For complete details use enclosed card—refer to **HT 1885**

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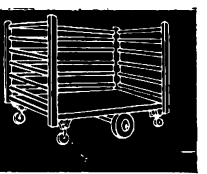
SELL! WHEELS



per tired wheels insure
and quieter travel—pro-
for floors and turf-
e. Every barrow owner a
wheel. Coal dealers,
all prospects. Wheels
izes in pneumatic, semi-
er (puncture-proof) and
le and active line. Send
PRICE LIST.

HECHT, INC.

Davenport, Iowa



card—refer to **HT 1888**

SAW IS CHILDREN



graphed at the top is
s claimed to be a prac-
-toy and safe for any
rs of age to operate.
No. 800 which is port-
lf-contained magnetic
specially designed for
ists. The machine has
½ in. by 4½ in. table
all from bench to table

ing Weight: Each unit
y assembled and ready
ght is 5 lbs. Standard
ducts have a shipping

8.
ncro Devices, Inc.

card—refer to **HT 1889**

METAL JOINTS

"Ironorse" metal joints which have a rust-proof aluminum finish, fit standard size 2 x 4 finished lumber. According to the manufacturer, saw horses or trestles of any size can be built quickly and easily with "Ironorse" metal joints. A set of four metal joints is packed in a single carton. Total weight of carton is 4 pounds. "Ironorse" Division of Panellit Displays, Inc.

For complete details use card—refer to **HT 1890**

BUG DEFLECTOR

A new concave, triangular, transparent plastic shield, attached to the radiator grille, is claimed to keep windshields free from insects. When the car is in motion, the deflector creates air currents which sweep insects away from the windshield. Henry Manufacturing Co.

For complete details use card—refer to **HT 1891**

REFRIGERATOR

Highlights of the new 7 cu. ft. "Hotpoint" refrigerator, Model EBX7 include a porcelain enamel "speed freezer" with 16-point temperature control and semi-automatic defrosting; a "butter conditioner" outlet; 6-way cold storage compartment with "hi-humidity" storage drawer for non-refrigerated foods; "Thermocraft" insulation; and permanently lubricated, vacuum sealed "thriftmaster" unit with forced draft cooling. General Electric Supply Corp.

For complete details use card—refer to **HT 1892**

HOUSEHOLD SETS

Six household sets packaged in gay holiday bandings now are being distributed by this firm. In this group is No. 1105, a five piece set comprising an elastic ironing board cover, one heavy ironing board pad, two pot holders and a large "plio-film" case. This set retails for \$1.25. Other container and content sets range from 25c to \$1.25. J. Radley Metzger Co.

For complete details use card—refer to **HT 1893**

ODOR ADSORBER

Encased in an enameled metal case with chromium trim, Type "A" odor adsorber has a 40-watt motor, a circulating fan, dust filter and four carbon filled canisters. It is especially designed for homes, doctors' offices and small shops and will rid 100 cfm of odors and gases. The product measures 24 in. long by 10 in. high by 10 in. wide. It retails at \$50. Dorex Div., W. B. Connor Engineering Corp.

For complete details use card—refer to **HT 1894**

MATCH CASE

Now being introduced on the market is a plastic match case, composed of Tenite which is claimed to be a shatterproof composition non-hazardous in the presence of fire. Safety matches are held together in a wheel-like pad and a fresh supply can be kept in opening at top of box by turning knob in center of device. Columbus Plastic Products, Inc.

For complete details use card—refer to **HT 1895**

FREQUENCY MODULATION

Frequency modulation is included in a variety of new radio receivers being introduced as part of this company's 1941-42 line. These models include six radio-phonograph combinations, of which three have frequency modulation, and two new consoles, both equipped with FM. Outstanding features is that these models with FM are being offered at same price as previous numbers which were not equipped with this startling innovation. General Electric Company.

For complete details use card—refer to **HT 1896**

HORSESHOES

The new diamond super ringer horseshoe is made of cadmium and is copper-plated. It is claimed to have accurate balance. This model is drop forged from special analysis, heat-treated steel. Diamond Calk Horseshoe Co.

For complete details use card—refer to **HT 1897**

CHRISTMAS LIGHTS

Numbered among new items being introduced for holiday sales by this firm are a single candle with decorative spiral vine; a double candle with side floral decorations; a triple candle cluster; one and two candle standing wreaths; 10 and 18 in. hanging wreaths; six and eight light "Mirostar" wreaths; "Mirostar" candle clusters and candelabra. Glolite Corp.

For complete details use card—refer to **HT 1898**

ICE TONGS, COASTERS, AND STIRRERS

Graceful ice tongs, retailing for \$1, are made of Lucite but have the flexible properties of metal. They may also be used for serving potatoes or biscuits. Twisted stirrers fashioned of crystal-clear Plexiglas will not break when dropped. They sell for \$2 per dozen. Lucite coasters with turned edges retail for 50c each. These are unbreakable and glasses will not stick to them. The Creative Plastics Corp.

For complete details use card—refer to **HT 1899**

CHURNS

The "Gem Dandy" churn is mounted on a sanitary aluminum base with supports. It has a detachable stainless steel shaft and an adjustable aluminum dasher. Dasher may be detached for smaller churning or for whipping cream. The product has a specially designed 110 volt A.C. motor 1/20 h.p. Deluxe model weighs 8 lbs., has a white motor and is priced at \$14.95. Standard model weighs seven lbs., sells for \$9.95. Alabama Manufacturing Co.

For complete details use card—refer to **HT 1900**

HEIGHT GAUGE

This patented metal height gauge fits on the bathroom wall, and will measure the smallest and tallest members of a family. White in color, the measurer retails for about \$1.49. Brearley Co.

For complete details use card—refer to **HT 1901**

Big Money!
FOR HARDWARE DEALERS

NOW MORE THAN EVER
Cash In On
R-V-LITE
Sales and
Profits!

R-V-LITE

CHAMPION OF MODERN GLASS SUBSTITUTES

Seems like everybody's using transparent R-V-LITE wherever glass is used in Poultry Houses, Storm Doors, Windows, etc.

ALL-PURPOSE UTILITY
You make many extra sales with R-V-LITE because your customers find so many more uses for it.



REPEAT SALES QUALITY
Guaranteed satisfaction brings R-V-LITE customers in your store over and over again!

R-V-LITE 5 STAR SALES HELPS

- ★ All-Purpose Utility Makes More New Sales
- ★ Trademarked Quality Brings Repeat business
- ★ Handy Display Rack Reduces Waste, Speeds Sales
- ★ New Merchandising and Point-of-sale Helps
- ★ National Magazine and Radio Advertising



Admits over 60% Ultra Violet Rays. Weather-proof-Shatterproof! Comes in 50 ft. and 150 ft. rolls, 36 inches wide, packed individual carton.



DEALERS! WRITE TODAY for money-making Service Display Proposition and FREE SAMPLE, available through your local jobber.

ARVEY CORPORATION

Exclusive Manufacturers of R-V-LITE

3497 NORTH KIMBALL AVENUE

CHICAGO, ILLINOIS

For details use enclosed card—refer to **HT 1902**

EVEN HEAT DISTRIBUTION IS FEATURE OF MUFFINETTE



Sales Features: The new Akron muffinette, displayed here, is claimed to distribute even top and bottom heat to every cup. The manufacturers state that this type of heat distribution produces biscuits and muffins that are "culinary triumphs."

Description: The electrical appliance is operated on either AC or DC current. It has a satin chrome finish with decorative and heat-resisting natural finish wood handles.

Retail Price: \$7.95.

Manufacturer: Associated Products, Inc.

For details use enclosed card—refer to **HT 1903**



An open letter from Milcor Steel Company

OUR COUNTRY is engaged in an all-out full-speed program-building our defense of the American Way of Life.

Milcor is helping in that program — supplying necessary building material for defense construction, and manufacturing supplies and equipment for our armed forces.

Because steel is on the critical list of defense materials, we cannot carry on our regular business in a normal way. But we are not forgetting our regular trade. We understand their need for our products in order to keep their businesses operating and to provide employment for their people.

Beyond our first obligation now to aid the defense program, we will continue to ship on a restricted basis in proportion to the amount of raw material available.

E. J. Tarnier
President, Milcor Steel Company

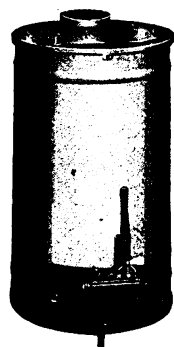
F-211F

MILCOR STEEL COMPANY

MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

For details use enclosed card—refer to **HT 1904**

GARBAGE INCINERATOR, RUBBISH BURNER PRICED FOR HOME USE



Description: With the current introduction to the market of the moderately-priced domestic garbage incinerator and rubbish burner, shown at left, garbage and rubbish disposal becomes an economic possibility for the average home. Fired by gas, the incinerator has a capacity of 1½ bushels, which is claimed

to be adequate for the needs of the average home.

Over-all diameter is 19 in.; height, 33½ in. Castings are made of a heat-resisting grey iron which is said to insure durability and freedom from repair. Automatic shut-off for the unit is available at a slight additional cost. This model is known as the "Original Incinerator."

Manufacturer: Kohn Manufacturing Co. The incinerator is distributed through the Equipment Service Co.

For details use enclosed card—refer to **HT 1905**

MAGNIFYING LENS SIMPLIFIES WEIGHT READING ON NEW SCALE



Sales Features: An aid to greater ease in reading weights is the Detecto bath scale, shown here, with magnifying lens and a "crysto-clear" dial. Answering consumers' demands for greater legibility, the glass lens simplifies weight reading. Fully guaranteed, this scale has double lever construction, chrome vanadium steel springs and a 300-lb. capacity.

Description: The design head is chromium plated. Platform is scratch-resistant. The oven-baked enamel scale may be obtained in white, ivory, blue, green, black or dusty-rose.

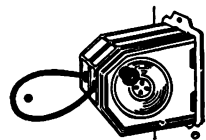
Dealer Helps: A national advertising program in magazines will be promoted by this company during autumn and early winter. New tags attached to each scale announce five major construction points; contain a guarantee and instruction for use of scale; and provide a compact form for the procurement of the Detecto charm book.

Retail Price: \$4.50 for Model No. 719 M which is illustrated atop.

Manufacturer: Detecto Scales, Inc., Division of the Jacobs Bros. Co., Inc.

For details use enclosed card—refer to **HT 1906**

REEL SEPARATOR KEEPS CLOTHESLINE FROM TANGLING

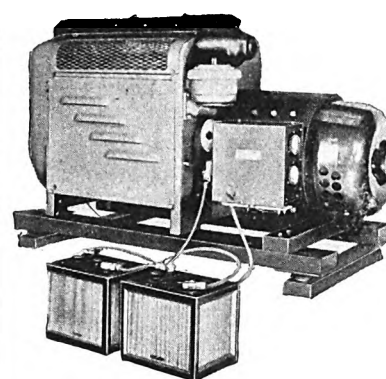


Sales Features: The inside separator of this streamlined, indoor clothesline reel prevents the 30 feet of braided cord from tangling and keeps the line from snarling. Of hardy construction, the positive ratchet on the reel will work consistently, according to the manufacturer. The cogwheel has been designed to eliminate the stubbing of fingers when the new reel is being used. Available in enameled ivory, red, green or blue, reels are packed in individual boxes with the necessary hooks and screws for attaching each model to wall or woodwork.

Retail Price: 25c each.

Manufacturer: Super Metal Manufacturing Co., Inc.

For details use enclosed card—refer to **HT 1907**



110-VOLTS A.-C. with Katolight Plants

Furnish same current as from City Power Lines, enabling the operation of standard 110-volt, A.C. appliances, lights, motors, etc. Ideal for continuous service for farms, summer homes, cottages, construction camps, trailers, sound trucks, filling stations, resorts, etc.

ALSO popular for EMERGENCY SERVICE in case of power line failure for Hospitals, Telephone Exchanges, Radio Stations, Hatcheries, Airports, Homes for operating lights, stoker and oil burner motors, Refrigeration, etc.

Sizes range from 350 through 15,000 watts. ALSO manufacturers of Rotary Converters for changing DC to AC; Frequency Changers; AC & DC Generators & Engine Driven Battery Chargers.

Write for Prices & Literature. Give Name of Your Jobber.

KATO ENGINEERING COMPANY, 60 ELM ST., MANKATO, MINN.

For complete details use enclosed card—refer to **HT 1908**

PITH AND SEEDS ARE ELIMINATED BY JUICER



Prospective Uses: To extract juice from oranges, lemons, lime and grapefruit.

Sales Features: After a few turns of the handle on the plastic super-juicer, photographed atop, juice can be poured from the bowl with the pith and seeds automatically strained out. The juicer hangs on the wall and slips in and out of wall bracket just as other Dazey kitchen helps. This new type reamer has a sunken top to accommodate fruit core. This makes it possible to hold fruit tight against reamer which results in the obtainment of more juice and vitamin "C" near the rind.

Description: Body and reamer of the plastic juicer is white while the handle and strainer are made in red, black, green or yellow. The product is made of lucite which is easy to clean and will not corrode or etch.

Package and Shipping Weight: Each model weighs one pound. When packed in dozen lots, the carton weighs 17 lbs.

Retail Price: \$2.49 each except West of Denver where it sells for \$2.55.

Manufacturer: Dazey Churn and Manufacturing Co.

For details use enclosed card—refer to **HT 1909**

DISPLAY CARD DISTRIBUTED WITH GAME BIRD CALLERS

Dealer Help: A new display card illustrated by a large picture of a variety of birds now is being distributed by the manufacturers of this line of hard rubber game bird callers. One dozen turkey calls, like

the one shown here, are packed in this display piece. The turkey call is 4¾ in. long. Other calls that are available with the promotion exhibit are the regular duck call, crow call, mallard duck call, shur-lure crow call, goose call, regular hawk call and adjustable game and bird call.

Retail Prices: Two-tone turkey call sells for \$1. Mallard duck call is priced at \$1.25; the shur-lure crow call, at 75c; the goose call and adjustable game and bird call, at \$1.85. The other calls are sold for \$1 each.

Manufacturer: Philip S. Olt.

For details use enclosed card—refer to **HT 1910**

SEALING, CAULKING COMPOUND WON'T CRACK OR HARDEN



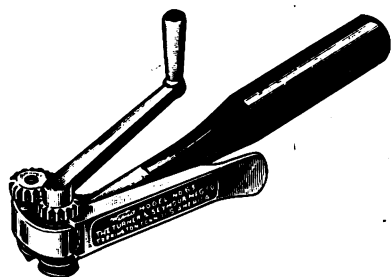
Prospective Uses: This household sealing and caulking compound is to be used for sealing and caulking window frames and doors, to fill cracks in stone or woodwork, both indoors and outdoors.

Sales Features: This product is non-oxidizing and will not check, crack, or harden, the manufacturer states. It is said to be quickly and easily applicable with the fingers alone. Kalk Kord is packed in rolls containing 15 feet of the compound in the form of a beaded strip—enough to seal the average size window.

Manufacturer: Presstite Engineering Co.

For details use enclosed card—refer to **HT 1911**

CAN OPENER HAS CHROMIUM PLATED FRAME, COLORED HANDLE



Sales Features: The "Westco" No. 65 can opener with its chromium plated die cast frame and colored handle is uniquely designed and precision manufactured. It has a rotating cutter co-ordinating with its drive wheel and does not have a knurled wheel. Shearing action cuts out top of can smoothly without serrated edges or metal particles. The can opener is claimed to operate with exceptional ease.

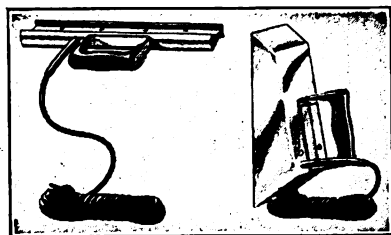
Package and Shipping Weight: The openers are individually placed in packages weighing approximately three-fourths of a lb. When shipped to dealers or jobbers, 36 openers are placed in each carton. These cartons weigh about 20 lbs.

Suggested Retail Price: \$1.50 per can opener.

Manufacturer: The Turner & Seymour Manufacturing Co.

For complete details use enclosed card—refer to **HT 1927**

QUICK, SAFE REMOVAL OF PAINT, PUTTY, EXECUTED BY THIS PAIR



Description: Two new, electric appliances—the "King" electric paint remover and the "Master" electric putty softener—have recently been designed by this company for quick, safe removal of paint and putty.

Shown at the left is a "King" electric paint remover which eliminates the risk of burning or singeing the surface beneath paint to be removed. Paint softens immediately under this tool and then is easily removed with putty knife. Handle is well-insulated to protect operator from becoming overheated or getting burned. Remover is available in two sizes—"King Sr." which is 11 in. long and 4 in. wide and "King Jr." 8 in. long and 3 in. wide.

Illustrated at the right, the "Master" electric putty softener simplifies the job of removing putty around window sash, or any glazed surface. Quick electric heating action softens putty for easy removal with putty knife. Risk of glass breakage is practically eliminated when this appliance is used. The model measures 7 in. long and is equipped with a 15 ft. cord.

Retail Prices: "Master" electric putty softener sells for \$7.50; "King Sr." electric paint remover, for \$23.95 and "King Jr." for \$19.95.

Manufacturer: Tamms Silica Co.

For complete details use enclosed card—refer to **HT 1928**



"DO YOU CARRY BOB SLEDs?"

IRONING PAD HAS WATERPROOF, STEAMPROOF, PLASTIC SURFACE



Saves: ONE HOUR out of every five

Description: "Sunlight Heat-Mirror" ironing pads are protected by a surface of Koroseal, a waterproof plastic. This "Heat-Mirror" surface reflects heat and quickly evaporates steam and moisture. The rapid drying action forms a layer of steam under the iron so that this appliance actually is said to glide along. Pads may be obtained in 48 in., 54 in., or 60 in. lengths. They have adjustable ends with snap fasteners and one of the three sizes will fit any standard ironing board.

Sales Features: When this ironing pad is employed, it is claimed that 20% electricity is saved; clothes are dried so thoroughly that they may be put away at once; flat work ironing is dried on one side only; pad cannot become soggy; board is prevented from warping or cracking. The cover has been laundry washed which means that it has been pre-shrunk and that the cloth is free from starch, weaving oils, and sizing.

Dealer Helps: A colorful seven piece kit now is available to promote the sales of this product. It contains a window streamer, two display cards, a window display, sales circulars and manual, a tube of water, and an ironing pad display cover.

Retail Price: \$2.69.

Manufacturer: The Sunlite Manufacturing Co.

For complete details use enclosed card—refer to **HT 1929**

AUTOMATIC TROUT REEL WINDS LINE EVENLY ON SPOOL



Sales Features: Automatic reel, photographed atop, is claimed to wind the line evenly on the spool; has a level-wind feature allowing the reel to accommodate more line, and a frictionless chrome line guard. Other highlights include a friction clutch which prevents overwinding and overtension of the spring; a fast, slide-link release lever, and a stainless steel rod clip. The manufacturers point out that evenly wound line strips off the reel in smooth and easy fashion. They add that the level wind permits the fisherman to use the full line capacity of the reel at all times.

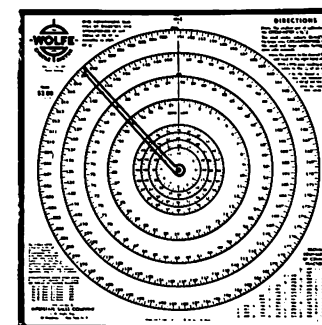
Description: Fashioned of forest green anodized aluminum, the No. 1838 automatic reel has a capacity of 80 yds. of "G" enameled line and weighs 10 oz. Diameter of the spool is 2 7/8 in.; width of spool, 7/8 in.

Retail Price: \$9.

Manufacturer: Shakespeare Co.

For complete details use enclosed card—refer to **HT 1930**

"WOLFE" CIRCLE METER GIVES READINGS IN FRACTIONS OF INCH



Prospects: Designers, manufacturers, sheet metal workers, and mechanics.

Description: The new "Wolfe" circle meter gives instantaneous reading of diameters and circumferences of any circle up to 72 in. in diameter, in steps of 1/8 in. or smaller. All readings are given in fractions of an inch, making the use of decimals unnecessary. As

the layout is relative, not absolute, the circle meter can also be read as feet or yards.

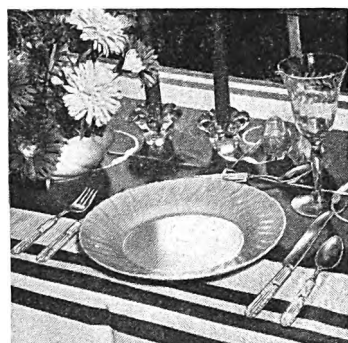
Sales Features: The circle meter is printed in four colors to distinguish each set of circles. Numbers and calibrations are large and easy to read. A Vinylite pointer is used to insure uniformity and accuracy. An aid to planning new designs, the circle meter cuts waste in production by giving readings down to minute fractions. To get a reading, one moves the pointer to the desired figure and reads at the right hand edge. The small circles indicate diameters; the larger ones, circumferences. A table of decimal equivalents of common fractions is included on the circle meter.

Retail Prices: One circle meter retails at \$2. When purchased, in lots of three, meters cost \$1.85 each; in lots of six, \$1.75 per meter.

Manufacturer: Interstate Sales Co.

For complete details use enclosed card—refer to **HT 1931**

CUTLERY SETS ARE IDEAL TABLE MATES FOR GLASSWARE



Sales Features: Designed to harmonize with the latest patterns in crystal glassware, the transparent "Crystalite" cutlery, shown above, is nicked along the edges and polished to give a scintillating effect. Plastic handles are non-inflammable and unbreakable. Blades, fork tines and bowls of spoons are stainless steel as is the patented bolster used on each item.

Dealer Help: Four page folder available for dealers.

Package and Shipping Weight: All sets are packed in decorative gift boxes. When packed for shipping, the 12 piece set weighs 1¾ lbs.; the 34 piece set has a shipping weight of 6½ lbs.

Retail Prices: The 12 piece set sells for \$7.95; the 16 piece set for \$10.50; the 26 piece set, \$14.95; 34 pieces, \$19.95.

Manufacturer: Landers, Frary & Clark.

For complete details use enclosed card—refer to **HT 1932**

PLASTIC ELECTRIC SHAVER PACKED IN ALLIGATOR CASE



Sales Features: Of gold-trimmed ivory plastic, the "Colonel" model electric shaver illustrated above in its simulated alligator tuck-away case is one of this manufacturer's new models. The shaver features a new 2-M hollow-ground head that arches the skin surface, which, it is asserted, will make the whiskers stand up to be shaved off quickly and cleanly. Beard clippings are caught in the built-in hinged "Whisk-its", that are easily emptied. The shaver operates on AC or DC, 110-120 volts.

Shipping Weight: 23 oz.

List Price: \$15.00.

Manufacturer: Schick, Incorporated.

For complete details use enclosed card—refer to **HT 1933**

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ELECTRIC PAD IS ONE OF NEW LINE; HAS 3 POSITIVE HEATS



Description: With a quilted rayon cover in soft pink or blue which can be zippered off for washing, the new heating pad (Cat. No. 136Q33) shown here is one of a new line this company is introducing.

The other models are the "Volume of Comfort" (Cat. No. 136Q32), which is packaged in a carton for storage that looks like a book and has a washable peach or green cover that can be snapped on and off; and another model (Cat. No. 136Q31) with removable rubberized blue cover of fluffy nap.

Sales Features: All three models have a three temperature switch, 125, 145, and 165 degrees with two non-radio-interfering thermostats which keep the heat at the level selected. They are 12 by 15 in. in size and have 8 ft. all-rubber GE cord with rubber plug, operating on AC or DC, rated 50 watts, 115 volts.

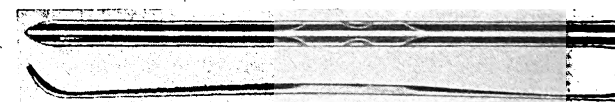
A fourth pad (Cat. No. 136Q30) has a removable rubberized tan cover of fluffy nap, with three speeds of heating and equipped with thermostats to restrict temperature to 165 degrees. The dimensions and equipment on this pad are the same as the other models.

Prices: From \$3.95 to \$6.95.

Manufacturer: General Electric Company.

For complete details use enclosed card—refer to **HT 1934**

NEW PROCESS GIVES SKI DURABILITY, ATTRACTIVENESS



Description: By using a lamination process in this new model "Glam" ski, the manufacturer claims to have made a stronger ski, less likely to crack or break, giving it a longer life. The top of the ski has alternate red and white strips of hickory running parallel the length of the surface. In the process of lamination these strips are glued together first; then the one-piece running surface—of specially selected straight grain hickory—is glued in a form so that the bend and camber can be shaped at the same time and permanently sealed into the ski. The glue used has been found by the manufacturer to be absolutely waterproof, and the wood will break before the glued surfaces will come apart.

The running surface of one piece is ¼ in. thick throughout the length of the ski; the width at the bend is 3½ in., at balance 2⅞ in. and at the heel 3⅞ in. The footplate is cut out a little on each side to give equal limberness the full length of the ski.

Dealer Help: National advertising in all major ski and sporting publications.

Packaging: Individual cartons, blocked.

Suggested Retail Price: \$24.50.

Manufacturer: Gregg Manufacturing Company.

For complete details use enclosed card—refer to **HT 1935**

FERED AT ROOMS

Prospects: For all isolated or hard-to-heat places, as factory offices, warehouses, washrooms, service stations, repair shops, waiting rooms; also for supplementary heating in cold weather, for temporary heating where a portable or easily mounted heater is needed, or in place of steam heating system for offices and rooms in mild weather.

Description: The "Chro-heater shown here, suitable for portable mounting, is available in four ratings, providing for temperature rises from 32 to 100 degrees Fahrenheit. The heating elements warm the air of the heater and force it out the front by a fan driven by an enclosed type electric motor. When temperatures are exceeded, a positive switch automatically opens the heater.

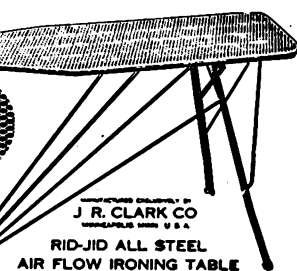
Heaters are equipped with switches that control fan use, or fan only for summer. Heat ratings: 230 volts, 60 cycle, AC, and 115 or 230 volts, 60 cycle, AC.

Prices: 1000 BTU rating, AC heaters, \$29.15, \$31.90, 2000 BTU heaters, \$5.00 more.

Win L. Wiegand Company.

Use enclosed card—refer to **HT 1936**

ED" TABLE IS ONING PROCESS



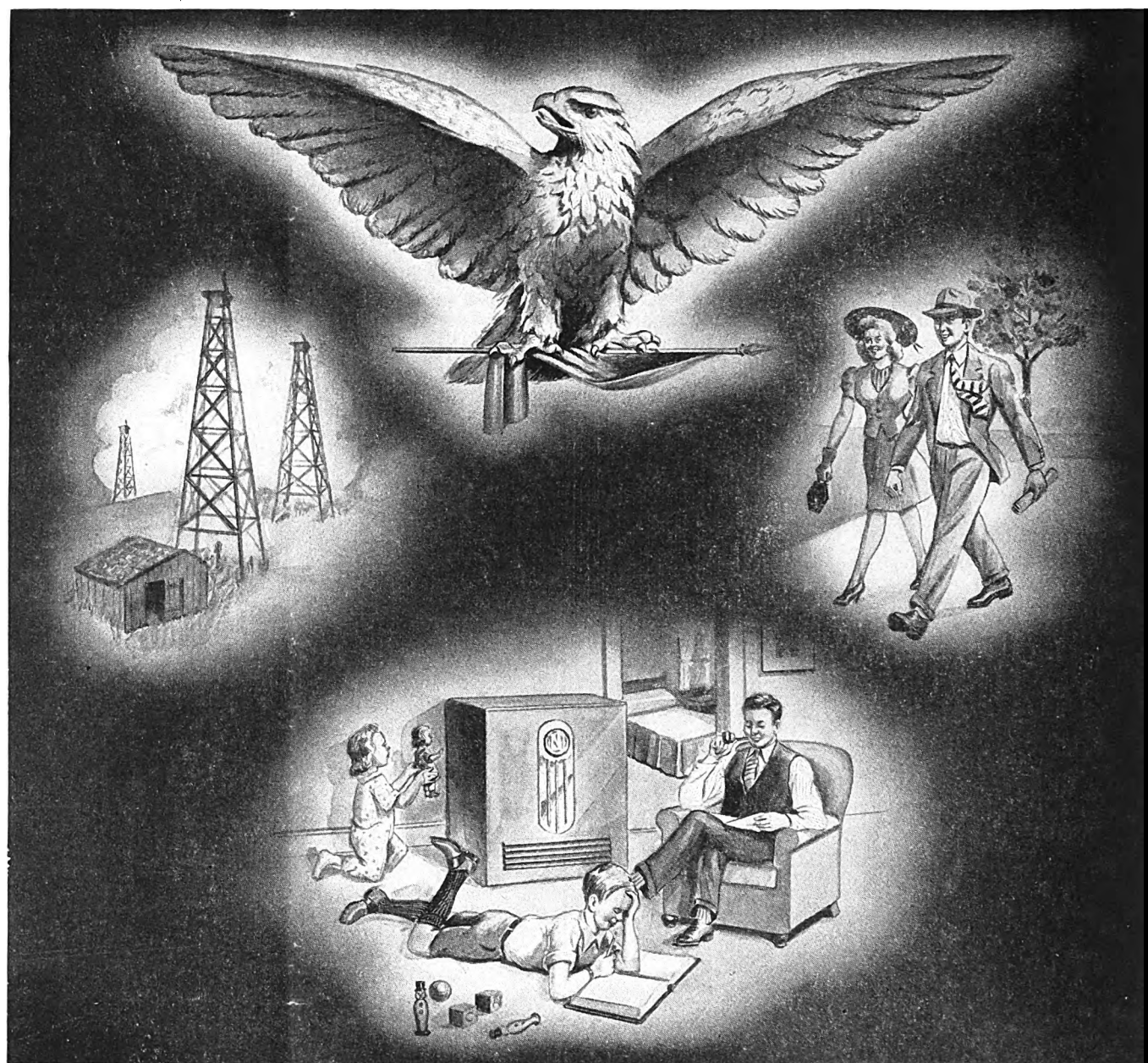
With 61% of the ironing surface open, this "Rid-Jid" all-steel table offers quick and easy ironing process. The mesh top table has a streamlined, rounded structure that has automatic self-opening, self-closing features.

Less electric current and less ironing is required by the manufacturer, because the open mesh top allows the instant removal of moisture vapor. This makes clothes look better and last longer, less time under the iron, and to preserve the ironing pad can continue to dry from both sides.

Individual cartons.

R. Clark Company.

Use enclosed card—refer to **HT 1937**



★ Defense Oil Conservation . . . Economical Heating Comfort . . . Protection of National Health . . .

TRIPLE DUTY for DEPENDABLE CONTROLS

Health, Comfort—with Oil Conservation—is a three-fold responsibility you'll be called on to PROVE this year in the sale of Oil Burning Appliances. For defense of the world's free peoples depends on it.

ECONOMICAL, healthful heating comfort so essential for individual and National good health is a challenge readily accepted by Appliances using A-P DEPENDABLE Controls. If YOUR Appliances are among the majority of the leaders who use these controls, it's

a sales advantage you may USE to profit—confident that you're doing your bit to aid National Defense and important National Health.

AUTOMATIC PRODUCTS COMPANY
2434 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN

AP DEPENDABLE
Oil Control Values

For complete details use enclosed card—refer to **HT 1938**

PORTABLE CABINET IRONER EQUIPPED WITH MASONITE TOP



Sales Features: Illustrated is Model S-413-C cabinet ironette which combines the Simplex ironette and ironette table into one unit plus a cabinet with a Masonite top. Features include automatic knee press control, automatic pilot light, an adjustable thermostat, scratch proof shoe, a 22 in. free rolling roll, two lock casters and 1200 watt heating element. The cabinet

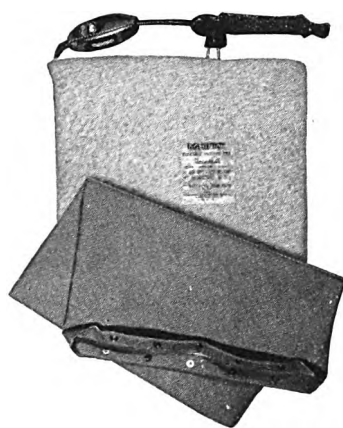
ironette measures 31 in. long, 13 in. wide and 33-3/16 in. high. Two front casters on the model can be locked to prevent ironers from moving when not in use. The shoe can be tilted back for steaming and pressing.

Retail Price: This model retails from \$39.95 to \$44.95 in the far East and West.

Manufacturer: American Ironing Machine Co.

For complete details use enclosed card—refer to **HT 1939**

HEATING PAD HAS EXTRA RUBBERIZED COVER; TEL-DIAL



Description: The automatic heating pad, illustrated here, has a heavy down-like peach-colored cover, as well as an extra cover of rubberized, water-repellent material which snaps over the pad. It is the full 12 by 15 in. size, and has a standard length cord of pearl grey finish with rubber plug. The interior cushion construction of the pad is claimed to give uniform comfort, as the wires and thermostats cannot be felt.

Sales Features: Three positive heats give even temperatures, and each heat is protected with safety controls. The heating element is of rub-proof armored asbestos, which the manufacturer maintains cannot abrade or unravel under severest use. The Tel-Dial is finished in black, marked so that heats can be regulated in the dark. The pad operates on 110-115 volts, AC or DC, and is said to consume only 55 watts.

Packaging: Each in a flat type carton with two cellophane windows, weight, 1 lb. 11 oz. Standard package, 12, shipping weight, 25 lb.

List Price: \$3.90.

Manufacturer: Dominion Electrical Mfg. Inc.

For complete details use enclosed card—refer to **HT 1940**

HARDWARE Today

Hardware . . . Tools . . . Home Appliances . . . Housewares . . . Radios
Stoves . . . Heaters . . . Farm Implements . . . Garden Tools . . . Seed
Janitor Supplies . . . Sporting Goods . . . Toys . . . Wheel Goods . . .
Games . . . Gadgets . . . Gifts and Novelties.



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FLOOR FINISH PENETRATES AND BECOMES PART OF WOOD



Prospective Uses: "Penetex" penetrating floor finish may be used to treat plank, tongue-and-groove, parquet, and all unfinished wood floors as well as floors which have been previously varnished, shellacked or painted, provided such surfaces are first sanded down to bare wood.

Description: Produced in a 5-gallon drums, gallon cans and quarts, this penetrating preservative

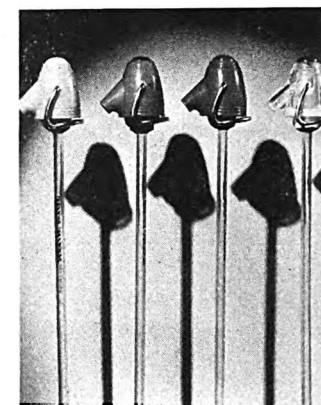
covers from 800 to 1,000 square feet per gallon, depending on the porosity of the wood.

Sales Features: Soaking into and becoming a part of the wood, this finish enters into combination with the wood fibre, forms a harder, denser wearing surface. The preservative also brings out the natural beauty and richness of the grain. Since it is in the wood, the finish will not chip or scratch off. Oil stains are easily blended with it to produce various transparent colors. It is claimed to be simple to apply, easy to clean and to maintain. "Penetex" wax polish may be used for waxing after the finish is applied.

Manufacturer: Truscon Laboratories, Inc.

For complete details use enclosed card—refer to **HT 1941**

PLASTIC BOTTLE DEVICE SERVES AS SEALER, SYPHON



Sales Features: "Soda-Mizer", a colorful plastic device illustrated here, performs the double function of sealing the bottle to retain carbonation and furnishing a siphon when required for serving. A touch of the small colored button on the top will siphon out the soda.

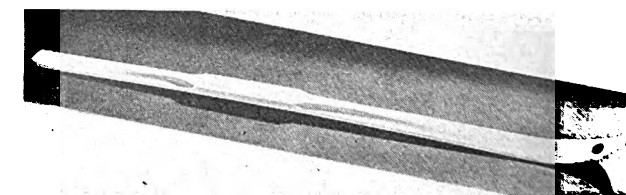
There are two models, red, blue, or green with contrasting button and chromium trim; and a transparent head with colored button and chromium. The product is non-absorbent and non-shrinking to insure smooth operation of the valve mechanism.

Retail Price: Colors, \$1.00 each; transparent, \$1.25.

Manufacturer: Waterbury Button Company.

For complete details use enclosed card—refer to **HT 1942**

"IVORITE" SKI PAIRS MATCHED FOR WEIGHT, GRAIN, FLEXIBILITY



Description: Illustrated is the "Ivorite" IC-42 ski with a dome ridge. This ski is made from air dried, white mountain hickory. Each pair is matched for weight, grain and flexibility. The ski is bleached and finished in ivory natural tint. Toe of the ski makes a short bend to give the ski more running surface.

Skis measuring 6 ft., 6 in. will have a 3 3/8 in. tip width, 2 3/4 in. footplate width, a 3 in. heel width, and a footplate extending from 1 to 1 1/16 in.; those with 6 ft. 9 in. lengths have same sizes given above except for heel which is 3 1/2 in. wide. Pairs with a 7 ft. length and a 7 ft. 3 in. to 7 ft. 6 in. length will have a 3 3/4 in. tip width, a 2 3/4 in. footplate width, and a 3 1/8 in. heel width.

Package and Shipping Weight: Single packages hold from one to ten skis. They weigh approximately 9 to ten lbs. per pair when packed.

List Price: \$18.

Manufacturer: Fahlin Manufacturing Co.

For complete details use enclosed card—refer to **HT 1943**

PICNIC STOVE FEATURES ADJUSTABLE HEAT CONTROLS



Description: "Hi-Lo" picnic stove, featuring such conveniences as a metal surface for frying, adjustable heat control, wind-guards on three sides, and a compact carrying case, is shown in use here for indoor picnicking. The stove is available in two sizes, the large 11½ by 18 in. grill with three levels for raising or lowering the fire pan to adjust the heat, shown above, and a smaller 9½ by 14 in. size with two heat levels. The stove has a heavy pressed steel firepan with perforated bottom for added draft and a detachable handle for the firepan.

Sales Features: This stove introduces "pan-less" cooking, offers fuel economy and faster cooking by employing confined heat. A close mesh steel wire grid is used for broiling and toasting. Self-bracing legs make the stove stand even and solid.

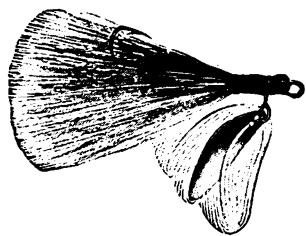
This company also offers an "Xpanding" hinge broiler which fits on the firepan runners of the stove, and will fold to fit the carrying case.

Shipping Weight: Large size, 9 lbs.; small, 7 lbs.

Manufacturer: Union Steel Products Company.

For complete details use enclosed card—refer to **HT 1944**

"FLIPPER" FLIES AVAILABLE IN FOUR SIZES, MANY COLORS



Prospective Uses: The "Flipper" flies, shown here, are claimed to be ideal lures for bass, trout, crappe, blue gill, and other varieties of fish.

Description: Weedless buck tails that wiggle when retrieved slowly, these lures

are available in four hook sizes. The patented hung spoon is responsible for the motion. The lures may be obtained in white, black, brown, gray, red and white, brown and yellow, yellow or brown, and green and yellow. Because of their construction, the flies work upwards, not downwards, and therefore, are weedless. They are designed especially for use in slow or still water and have little or no drag when picked up from water. Each lure is attached to a card enclosed in cellophane.

Dealer Help: Twelve items of the same size are exhibited on an attractive display card.

Retail Price: Size 1/0 sells for \$6 per dozen and 50c each; size 4, \$6 per dozen and 50c per lure; sizes 6 and 8, \$4.20 for 12, and 35c for one product.

Manufacturer: Yakima Bait Co.

For complete details use enclosed card—refer to **HT 1945**

Defense Savings Pay-Roll Allotment Plan

*Now company heads can
help their country, their
employees, and themselves*

voluntary
pay-roll
allotment
plan } helps workers provide for the future
helps build future buying power
helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something now to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a systematic and continuous Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, willingly.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his own house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done of its own free will.

In emergencies, America doesn't do things "hit-or-miss." We would get there eventually if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to systematize the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all *you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and *missed*. Now is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.



FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name _____

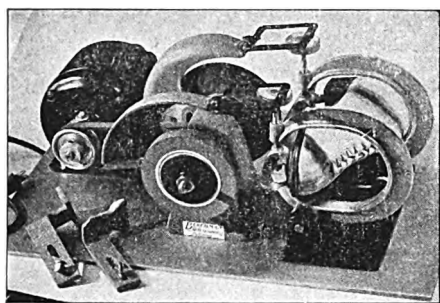
Position _____

Company _____

Address _____

For complete details use enclosed card—refer to **HT 1946**

SKATE GRINDER EQUIPPED WITH STEEL PULLEY, V BELT



Sales Features: Introduced this month is the "Bergham" skate grinding machine No. 6, shown above. The machine comes ready to use, complete with steel pulley and V belt. According to the manufacturer, it was designed and built to meet the increasing demand for equipment to hollow-grind figure skates, and does not require as much skill and wheel truing as other models.

Description: The motor and grinder head are mounted on an aluminum finished steel plate, 24 in. long, 17 in. wide, and $\frac{1}{4}$ in. thick. The G. E. motor operates at 40 degrees centigrade, has 200% overload capacity, runs quietly 1725 RPM. Motor base has oval holes, permitting easy belt adjustment. The grinding pedestal has two adjustable rests, one with flat surface, and one with a bevel surface for tool grinding, and is finished in crinkle gray enamel. The skate holder adjusts easily to hold late model "Torpedo" skates as well as all styles of tubular, clamp, and rink skates.

Shipping Weight: 118 lbs.

Price: \$40 net F.O.B.

Manufacturer: Berghman Company.

For complete details use enclosed card—refer to **HT 1947**

TOPPER CARD DECORATES DISPLAY OF KITCHEN HELPS



Dealer Help: The Santa Claus "topper" illustrated here is the newest seasonal card to top the display demonstrator of kitchen helps now being offered by this manufacturer. It is printed in four colors on heavy cardboard, 15 in. long and 9 in. high, and is easily attached to the stand.

The kitchen helps which are displayed on the demonstrator stand are the deluxe, senior, and junior can openers, the "Sharpit", plastic juicer, nut cracker, and ice crusher.

Manufacturer: Dazey Churn & Manufacturing Co., Inc.

For complete details use enclosed card—refer to **HT 1948**

Do you know

... that the Tremont Nail Co., Wareham, Mass., has turned back the clock a hundred years, and now is producing the kind of nails which it made in 1841? These nails are square and are cut out of genuine wrought iron. Tests indicate these old-type nails have greater resistance to corrosion, 72% more holding qualities than the steel-wire nails generally used today, the company reports.

... that tough hickory is again being used in the manufacture of golf clubs, replacing steel?

... that the sales of electric ranges in continental United States, Alaska and Hawaii during the month of September totaled 66,206 units, as compared with 32,167 units for the same month of 1940, according to a report issued by the National Electrical Manufacturers Association? During the first nine months of 1941, units sold amounted to 545,074, a decided increase over the 319,651 units distributed during a similar period last year.

... that manufacturers' and jobbers' prices of a wide variety of builders' hardware items are stabilized at the levels prevailing on October 21 in a maximum price schedule announced recently by Leon Henderson, administrator, Office of Price Administration?

... that all shingle roofs should be either painted or stained because this type of material left unfinished constitutes a fire hazard? The surface tends to become warped, cracked and "fuzzy," affording ready lodgement for sparks from hearth fires or trash. The fire-retardant qualities of paint and varnish are said to offer much resistance to ignition.

... that Masonite Corporation cites many non-defense producers as new users of its hardboard products? These articles are used as substitute for metal, plastics, and other materials by manufacturers of stoves and refrigerators.

... that prices received by the nation's farmers for their products during the month ended September 15, averaged 43 per cent higher than a year ago, and stood at the highest level since February, 1930? This information was released in a recent report by the Department of Agriculture's Marketing Service.

... that newest gadgets just introduced to the trade include a fishing bob that whistles when a fish is on the line; a pair of land skis with caterpillar treads that conform to rough surfaces; and a fountain pen with a built-in blotter?

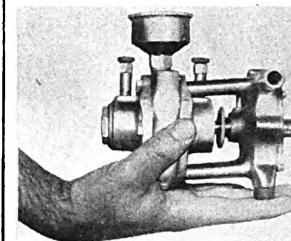
... that hardware dealers in Canada are conducting a search for old-fashioned candlesticks? Because of the possibility of sabotage affecting electric lighting plants during possible blackouts, institutions and households in that country have created a demand for candle holders.

... that male supremacy in deer hunting is being threatened by feminine advocates of the sport in New York? Many legal bucks shot by members of the fair sex were listed among the first 35 tags recorded in that state this season. A 180 lb., 10 point animal was bagged by Irene Bart of Baldwinsville, N. Y., and a 150 lb., 5 point buck, by Mrs. Ralph Pratt, Ogdensburg. Heaviest deer, however was downed by a "mere male." Robert A. Sears of Salem, who shot a 207 lb., 8 point buck, won this honor.

... that the newest radio on the market is so small that it is worn in the wrist, like a watch? The tuning dial is said to resemble a winding stem.

... that fluorescent lamps in the shape of plates and long tubes soon may make their market debut? Developed by Westinghouse, the new lamps are said to give more light radiation and a higher luminosity.

MIDGET PUMP'S AIR-POWERED MOTOR OUTLAWS EXPLOSIONS



Prospective Uses: Midget-sized "Model D" air-powered pump, shown here, can be used in all industrial, pilot plants, laboratory and experimental applications where an explosion-proof unit is necessary and where compressed air is available. The unit also may be ideally employed in operations

where controllable performance is essential.

Description: Weighing ten pounds, the pump measures $5\frac{1}{2}$ in. by 6 in. by 7 in., and has a $\frac{1}{4}$ H.P. ball bearing air motor of vane type. The motor is equipped with an exhaust silencer and an oil catcher. Capacity and pressure of the machine can be controlled by changing the amount of air pressure. Operating on 100 lbs. of air pressure, it has a maximum capacity of 15 gallons per minute, and a maximum pressure of 34 pounds per square inch.

Nozzles are threaded for $\frac{1}{4}$ in. standard pipe fittings. Since the pump is totally enclosed, it is suitable for use in places where splashing or fumes may be harmful to an open motor. Pumps are available in a variety of corrosive-resisting materials.

Retail Prices: Hastelloy "C" pump retails at \$71.50, monel metal or stainless steel model at \$54.45, chromium plated bronze or cast iron, \$44, and rough bronze at \$40.70.

Manufacturer: Eastern Engineering Co.

For complete details use enclosed card—refer to **HT 1949**

ROLLER IMPRINTS COOKIES WITH VARIETY OF DESIGNS



Sales Features: This "Jiffy" cookie roller has a detachable handle and is equipped to form three patterns. By rolling the gadget over cookie dough, an attractive design is transferred to the dough. Even an amateur cook can bake cookies with a bakery shop appearance when this roller is employed. Pie crusts, short breads, marzipan candies and other confections can be decorated with the roller. The product is packaged in an attractive box. Six other patterns may be obtained for rollers.

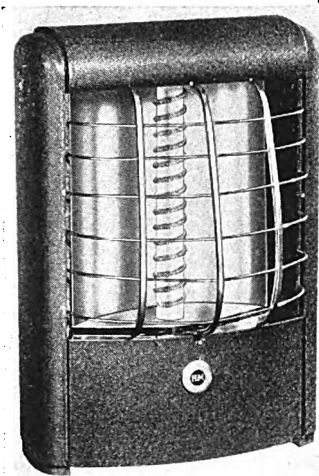
Dealer Help: A decorative display box is available to retailer.

Retail Price: \$1.49.

Manufacturer: L. Gurrieri Co.

For complete details use enclosed card—refer to **HT 1950**

FORCED CONVECTION, UNIFORM REFLECTION FEATURED IN HEATER



Sales Features: Forced convection and evenly distributed reflection are two major features of this "circl-air" electric auxiliary heater, shown here. The parabolic reflector oscillates, focusing direct heat over a wide arc of 35 degrees, thus throwing a concentration of heat into all room points within the length of the arc. A silent-motored fan in the heater's base draws in cool air, forces out the heated air. To focus heat on a single point, the oscillation of the reflector can be switched off, while the element continues to heat.

Description: The "circl-air" heater is finished in brown frosted enamel and operates on 1320 watts, 110 to 120 volts, AC only. The box heater, another new arrival on the market, has no moving parts, provides instant heat through natural circulation and reflection. Air flows in through the bottom and out the front grill of the latter number which is finished in Sahara sand, operates on 1100 watts and 115 volts.

List Prices: "Circl-air" heater, \$14.95; box heater, \$6.95.

Manufacturer: Knapp-Monarch Co.

For complete details use enclosed card—refer to **HT 1951**

EACH PICTURE RHYME BLOCK SET REPRESENTS SIX PUZZLES

Description: A set of picture rhyme blocks are comprised of 16 smooth pine blocks. Each of the six sides of the blocks show part of a picture illustrating Mother Goose rhymes in six colors. Each block measures 1 in. by 1 1/16 in. Six separate pictures and rhymes are included in each game. Pictures are painted directly on these wooden blocks.

Sales Features: Besides serving as plain blocks for youngsters to play with, picture rhyme blocks arouse the creative instinct in older children, teach them color schemes and spur their ability to coordinate and piece together pieces to solve a problem. After solving the puzzle, children receive a feeling of pride and satisfaction from this accomplishment. A quiet diversion, it affords tots a rest from the stimulus of mechanical-action toys.

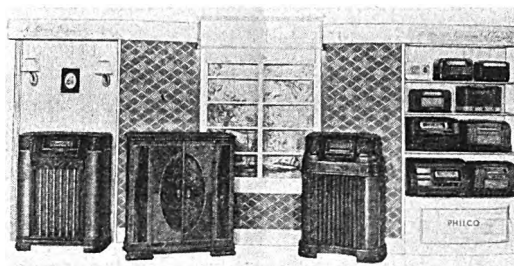
Package and Shipping Weight: Each set is packed in a solid wood grain pattern box which measures 7 1/4 in. by 8 1/2 in. Shipping weight for one dozen sets in a carton is 18 lbs.

Retail Price: \$1 per set.

Manufacturer: Trojan Games.

For complete details use enclosed card—refer to **HT 1952**

PERMANENT FLOOR DISPLAY PRESENTS 1942 RADIO MODELS

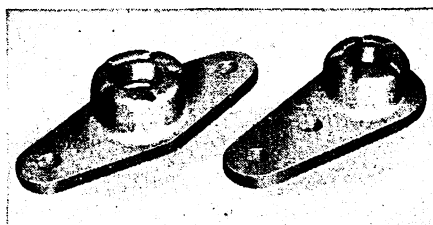


Dealer Help: For 1942, this firm is introducing a permanent floor background display enabling dealers to exhibit its new radios and radio-phonographs in a colorful room setting. The display aids customers and prospects visualize the new 1942 models in their own homes. Center section is a real window with a venetian blind. The two end sections are recessed, forming alcoves, and are finished in grained blond mahogany treatment. The corporation's name is spelled in illuminated, three-dimensional plastic letters. The permanent floor display is adjustable. In the picture atop, it measures 14 ft., 9 in. wide by 6 ft., and 9 in. high. It can be reduced in width to 13 ft., 11 in.

Manufacturer: Philco Corp.

For complete details use enclosed card—refer to **HT 1953**

ANCHOR STOP NUTS ENSURE VIBRATION-PROOF FASTENINGS



Prospective Uses: Anchor-type elastic stop nuts have been designed to provide vibration-proof fastenings for removable plates used to cover hand holes, access and inspection openings, and for other blind mount attachments.

Description: The bolts are inserted from the outside, pass first through the removable plate, and then through the structure into the stationary nuts. Anchor nuts photographed here, are permanently riveted to the inside of the structure. First introduced to the aircraft industry where they were used with much success, these anchor nuts now are being offered to other industries.

Sales Features: Produced in a wide range of sizes, materials, and thread systems, the nuts each incorporate the basic elastic stop self-locking feature, a fiber locking collar which is an integral part of each nut. This locking fiber prevents the bolt from becoming loose after it is installed in the nut, regardless of the severity of the vibration to which it is subjected. In such mountings, the bolts may be removed and replaced many times, the anchor nuts retaining their locking ability because of the resilient character of the fiber collar.

Manufacturer: Elastic Stop Nut Corp.

For complete details use enclosed card—refer to **HT 1954**

MONEY FOR YOU... in burned-out stove linings



ONE IN EVERY THREE STOVES HAS A BURNED-OUT CASTING OR FIRE BRICK

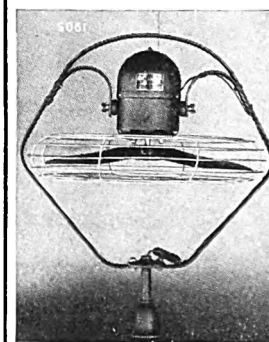
In ranges, Fireline, the plastic refractory, replaces any casting or brick. In heating stoves and furnaces, it repairs cracked firepots. Provides a modern refractory lining that gives a hotter fire with less fuel. You can avoid the trouble and losses that result from handling all kinds and sizes of castings and stove brick... Larger volume—better profits.

Send for liberal sample and complete Merchandising Plan.

FIRELINE STOVE & FURNACE LINING CO.
1820 Kingsbury St. Chicago, Illinois

For complete details use enclosed card—refer to **HT 1955**

HEAT CIRCULATOR PROVIDES EVEN TEMPERATURE, SAVES FUEL



Prospects: Restaurants, hotels, clubs, reading rooms, hospitals, residences.

Description: The "Reco" heat circulator, shown above, has a super power fan which forces the air to the ceiling, then down the walls and up the center again, causing complete air circulation in the room and providing uniform temperature. This action, according to the manufacturer, breaks up stagnant hot air pockets at the ceiling, over radiators, stoves, and registers, and in the corners.

The fan is also available in stand models which are portable and can be equipped with coat hangers when desired. The model shown has two 20 in. bakelite wing blades, blue crackle finish, size 24 in. diameter by 32 in. high; net weight, 26 lbs. It has 3 speeds—first, 5000 CFM at 4 ft., second 4100 CFM, third 2900 CFM—and operates on AC 110 volts, 60 cycle; uses current equal to 100 to 200 watt lamp. Another model made by this company has 24 in. 3 wing steel blades.

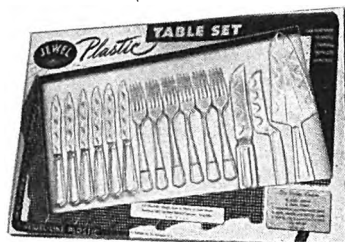
Shipping Weight: 55 lbs.

Price: \$39.50 F.O.B. Chicago.

Manufacturer: Reynolds Electric Company.

For complete details use enclosed card—refer to **HT 1956**

TABLEWARE JOINS RANKS OF NEW PLASTIC PRODUCTS



Sales Features: For a modern, sparkling table, this "Jewel" plastic tableware is recommended by the manufacturer as giving just such an effect. The 15 pieces are all shatterproof, odorless, stainless, and tasteless, packaged in a gift box ensemble. Included in it are 6 knives—molded with patented anti-suction grooves that prevent sticking, 6 forks, a fruit and vegetable knife, a butter and cheese knife, and a cake and pie cutter and server. The ware is washable in warm or cold water.

Dealer Help: Display cartons are available for attracting customers.

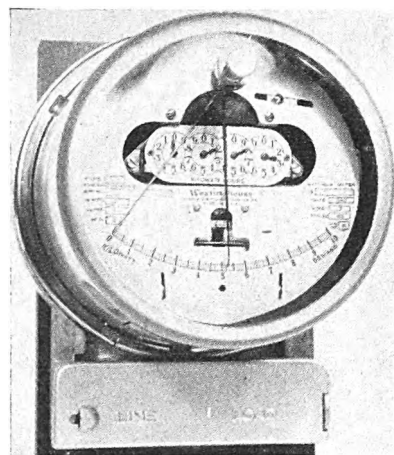
Packaging and Shipping Weight: 15-piece set, 1 lb.

Retail Price: \$2.50 set.

Manufacturer: The Emeloid Company, Inc.

For complete details use enclosed card—refer to **HT 1957**

COMBINED METER AVAILABLE IN STANDARD HOUSE SIZE



Prospects: Home owners.

Description: Available for the first time in standard house size is a new low cost combined watt-hour and thermal demand meter, especially designed to meet the continued extension of demand rates to smaller loads.

The unit has AC ratings of 5, 15, and 50 ampere capacities, 120 to 240 volts, 2 and 3 wire for reading up to 20 kilowatts. It is similar to the ordinary watt-hour meter in general appearance.

The dial and nameplate are combined with the demand scale located at the bottom of the dial. Two demand pointers are provided; one operating as a pusher, and the other to indicate the maximum demand. The watt-hour mechanism has standard adjustments for full load, light load, and power factor; the thermal unit has only two adjustments for zero and for full scale.

Manufacturer: Westinghouse Electric and Mfg. Co.

For complete details use enclosed card—refer to **HT 1958**

SHARP SHOOTING SELLING LINES FOR RETAIL ADVERTISERS

"GIFTS FOR MOTHER—PRACTICAL YET FESTIVE!" suggests many useful gifts to a prospective buyer.

"BE SURE YOUR GIFT IS MASCULINE" will draw attention to gift articles for men.

"WHY THE BOOM IS A BOOMERANG" suggests the importance of buying quality merchandise, as used by a New York store.

"PET SUBJECTS" might headline a special display of items for customers' animal pets.

"F.O.B.—FULL OF BARGAINS" was used by a Newark store to attract the reader to sale items.

"FREEZING PRICES AT 1941 LEVELS" reminds the shopper to purchase end-of-the-year bargains.

"THE BICYCLE USES NO GASOLINE" and **"THE CHEAPEST TRANSPORTATION OF ALL — THE BICYCLE"** call attention to a store's bicycle department.

"SALE-ING ORDERS TO 'FIFTH COLUMN' MERCHANDISE" will help to clear your store of slow moving merchandise.

"GIVE OWL THE BUYING TEST" was used by the Owl Drug of Los Angeles to invite a buying comparison test.

"GET OUT OF THE RED"—To balance the budget, shoppers were urged by this advertisement to do their saving at a store in Louisville, Ky.

"TOP-FLIGHT SALE"—This head is especially desirable as a prelude to sales because it indicates that the event will present authentic bargains.

"FOR HOLIDAY COMFORT" would be an effective tie-up with electrical merchandise which saves work for the housewife during the long holiday season.

"Line-up of Best Sellers" . . . **"Value that SHOUT, at Prices That WHISPER"** . . . **"Bailing Out' with Big Drops in Price"** . . . **"Take It or Leave It' Sale"** . . . **"The Month of Values"** . . . **"Catch Your Share of the Savings"** . . . **"Save the Difference"** . . . **"Tiny but Terrific"** (sale of small items) . . . **"S.O.S. Prices Scuttled"** . . . **"Public Participation Sale"** . . . **"Customer-Winner"** . . . **"Defender's Day"** . . . **"Write Your Own Budget Plank"** . . . **"Planned Economy Sale"**.

FLY LINE DRESSING IS CLAIMED TO PRESERVE ALL FISHING LINES



Prospects: All sportsmen interested in fly fishing.

Sales Features: Flotz, new fly line dressing, is claimed to give enduring buoyancy to fly lines and dry flies. According to the manufacturer, it improves rod action and preserves all fishing lines. It also may be used as a dressing for steel and bamboo rods.

Description: Flotz is packed in two and four ounce containers together with a lamb's wool applicator. As Flotz is a paste, it is applied with one side of the applicator and rubbed down with the other side.

Dealer Helps: Twelve packages are packed in a counter merchandising display carton. Consumer literature together with advertising in national outdoor magazines is being used to promote the product's sale.

Suggested Retail Price: Two ounce cans, 35c; four ounce cans, 50c.

Suppliers: Flotz is supplied to the dealer through jobbers only.

Manufacturer: Ivano, Inc., Division of the Simoniz Co.

For complete details use enclosed card—refer to **HT 1959**

BELT DISPLAY CARD OFFERS FACTORY-MADE BELTS FOR CLEANERS



Description: Shown above is a belt display card, offering factory-made belts in five standard sizes to fit 67 different cleaner models. The belts are packaged two in an envelope, with 15 envelopes in all—three for each of the five sizes.

A handy chart on the reverse side of the display card lists the trade names and model numbers of the 67 models and readily identifies the correct belt envelope to detach from the card when making a sale. The five different belt envelopes have different form numbers and are printed in different colors to make identification swift. In order to make removing envelopes from the display card easy, without defacing the front of the card, the display is slotted so that the top of the envelopes can be pushed through and fastened to the reverse side of the card.

Suggested Retail Price: 15c each, 2 for 25c.

Manufacturer: Premier Division, Electric Vacuum Cleaner Co., Inc.

For complete details use enclosed card—refer to **HT 1960**

HANDLE CLEANING IN TWO SIZES

ated is a new one piece ring handle
ers. This company now is producing
of cleaning rod, No. 514 and No.
evolvers of .22 and .25 calibers, No.
one piece brass rod measuring 36 in.
diameter. It has a combination slotted-
aded for cleaning brushes. No. 514
of .30 caliber or more, has a one piece
in. long and 13/64 in. in diameter.
lbs. per dozen while Model No. 514
ems.

ple Arms & Manufacturing Co.

use enclosed card—refer to HT 1961

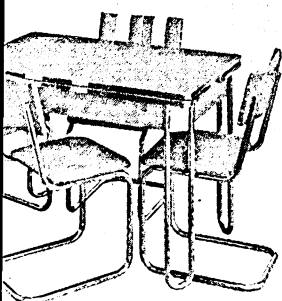
BS SIMULATE ND BRONZE

conserve metal for defense purposes,
d three models of door and drawer
forced glass. These knobs look as if
metal. The "Metalike" door knobs, all
ze, appear in polished chrome, Model
ss, No. 410, and dull bronze, No. 420.
ing 1 1/4 in. match each of these types.
like finish is applied to the inside sur-
nish is protected against all exposure
ob therefore forever retains its orig-
ever tarnish. Door knobs are packed
Drawer knobs are packed one dozen

anical Glass Co., Inc.

use enclosed card—refer to HT 1962

FEATURE E, CHAIRS



being featured by retailers as a decor-
kfast nooks or kitchens is the table and
bove. The table which measures 25 in.
tend 40 in. by 45 in. Of porcelain en-
as a stainless steel edge. The chrome-
of both tables and chairs are made of
el.

ing Weight: Table plus carton weighs
carton, 60 lbs.

rice: \$45 per set.

uglas Furniture Novelty Co.

use enclosed card—refer to HT 1963



A variety of items to be presented as gifts, kitchen wares to simplify holiday entertaining, attractive ornaments and gadgets to glorify tables and the concoction and serving of cocktails comprised the bulk of purchases in stores this past month.

Scales—A half dozen models of scales were sold in large numbers throughout the Eastern and Western states during the past month. Model 818, retailing at \$2.98; Model 1019 with a chrome trim and priced at \$3.98; Model 1018 at \$3.49; No. 719-M, \$4.95; and Model No. 037 priced at \$16.95 formed this group of popular weight machines. (Detecto Scales, Inc., Brooklyn, N. Y.)

Jiggers and Stirrers—In demand to add a decorative note to cocktail hour were "Yankee Doodle Dandies," a set of six glass hat jiggers and six glass cane stirrers with red, white, and blue decorations. Packed in an attractive box, these beverage boons were sold at \$5 in great numbers throughout the East. (Mabel MacLaughlin, New York, N. Y.)

Bowl and Vase—A crystal bowl and vase, imported from Finland, was placed on the gift lists of many customers in Manhattan. Hand-engraved marine scenes decorate the bowl which is 10 inches in diameter, and the vase which is 7 1/2 inches high. The bowl retails for \$5; the vase, for \$3. (Finland Ceramics & Glass Corp., New York, N. Y.)

Bicycle Speedometers—Creating sales volume in the Middle West currently, were bicycle speedometers, available in three models, and selling at a list price of \$4.45. Streamlined "head" of the product is finished in red, blue, and silver. (General Motors Corp., Flint, Mich.)

Knife Sharpener—Envisioning busy days ahead in kitchens during the holiday season, housewives throughout the South and West bought many "Edlund" knife sharpeners during early December. No. 3 knife sharpener, which has a wooden handle and a rubber base, retails at 50c. (Edlund Co., Burlington, Vt.)

Roast Meat Thermometer—Consumer demand this month also was focused upon roast meat thermometers, available with skewers at \$1.50 each. Various degrees for different meats are indicated on the ivory scale with a 7 3/4 inch-overall. (Taylor Instrument Companies, Rochester, N. Y.)

Ovenware—In New England states, provincial ovenware, topped by handsome copper covers, and pewter-lined, netted many sales. Sizes range from the large 2 1/2 quart piece to a miniature dish for mustard or melted butter. (Everlast Metal Products Corp., New York, N. Y.)

Scissors Toy—"Snippie," an electric scissors toy in the shape of a duck, was purchased by many parents to be given to their youngsters on Christmas day. The toy is packed in a colorful box with a number of cut-outs. (General Transformer Corp., Chicago, Ill.)

Doll and Carriage—A baby doll replete with an impressive adoption certificate and a monogrammed carriage, being sold together for \$5, was ordered in a large volume in New York. The carriage measures 23 inches high; the doll, 20 inches. (Abraham & Straus, Brooklyn, N. Y.)

Floating Ducks—One large duck, three ducklings and a cardboard pond, all of which are made of soft, pure, washable latex, attracted many patrons in Chicago during early December. These sets are available in pink, blue, and yellow, are 18 inches long, and are wrapped in cellophane. They retail for \$1.25 each. (Molded Latex Products, Inc., Passaic, N. J.)

Game—If sales are a safe indicator, many youngsters and their elders will receive "Dig," the new auction alphabet game, this Yule. With a magic pick, letters are dug from a pile. First player to form a winning word is declared the winner. De luxe edition for 12 players sells for \$2; standard edition for 6 players, \$1. (Parker Brothers, Inc., Salem, Mass.)

Warplane—"Megow" flying models of war planes, each of which has a 30 inch wing spread, were popular as gift items in Pennsylvania. (Megow, Philadelphia, Pa.)



Plants:
New Castle,
Ind.; Chicago,
Ill.; Kalamazoo,
Mich.

A Book that's a "BEST SELLER"

It's tied to the handle of Ingersoll Shovels, and is your guarantee of Split-proof Blade Edges. You'll find it a "Best Seller" of Shovels.

Ingersoll Shovels are available in all types, grades, round or square points, black or polished finishes.

Write for information. Address our New Castle Plant, Dept. H.T.

INGERSOLL STEEL
& DISC DIVISION
Borg-Warner Corporation, New Castle, Ind.

INGERSOLL
SHOVELS

"A
Borg-Warner
Product"

For complete details use enclosed card—refer to HT 1964

AUTOMATIC WATER HEATER IS GUARANTEED FOR 20 YEARS



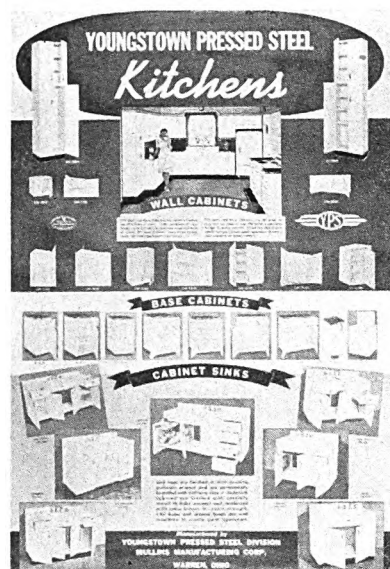
Sales Features: Illustrated is the Hotstream Model "A," an automatic storage water heater with both an inner and outer covering of porcelain enamel. This heater is an underfired, outside flue model. Guaranteed to last for 20 years, the tank has a one piece welded construction. It is claimed to have no discolored water, dirt, corrosion or leaks. This tank often is spoken of as "glass-lined."

Description: The air duct guides the direction of incoming secondary air so that it is preheated, thereby creating better combustion. The duct prevents heat losses through the base which results in improved efficiency. The combustion separator prevents the mixing of burned gases with fresh incoming secondary air in combustion chamber, thereby insuring perfect combustion. An automatic improved ball type, the safety pilot has a bi-metal propelling element. The inner drum is constructed of heavy steel with numerous "button spacers" pressed into drum. The tank is made of "Armco" Ingot iron and heavily enameled on the inside and outside.

Manufacturer: The Hotstream Heater Co.

For complete details use enclosed card—refer to HT 1965

KITCHEN EQUIPMENT IS ILLUSTRATED ON BANNER



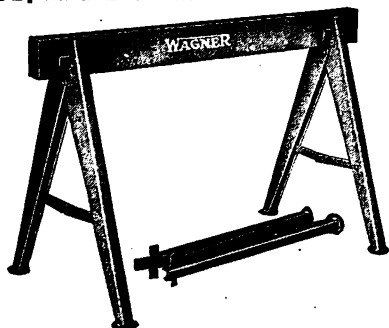
Description: Illustrated is a product banner showing this company's complete line of kitchen equipment. Twenty seven and a half inches wide and 40 inches long, the display piece with its glazed surface will loan an attractive note to store windows. It is lithographed in three colors.

It was designed to help dealers who cannot devote sufficient floor space to several kitchen ensembles. The banner presents all of the steel base and wall storage cabinets and cabinet sinks offered by dealers.

Manufacturer: Youngstown Pressed Steel, Division of Mullins Manufacturing Corp.

For complete details use enclosed card—refer to **HT 1966**

FOLDING SAWHORSE TRETTLES SAVE SPACE; MADE OF METAL



Prospective Uses: These sawhorse trestles are used for ping pong tables, banquet tables, display tables, booths, exhibits, and road barricades.

Description: Photographed above are all-metal folding sawhorse trestles which are claimed to be easy to transport and to erect. Legs fold compactly into space measuring 1 in. by 5 in. by 24 in. These metal saw horse legs are made in two heights: 24 in. height and 30 in. height. Carpenters use the 24 in. height sawhorse legs which may be increased 2 in. in height by the use of a 2 x 6 instead of a 2 x 4. The 30 in. height for tables, stands, and similar uses may be increased to 32 in. by employing a 2 x 6. Rubber pad inserts which are easily attached can be provided for use on finished floors.

Manufacturer: Wagner Manufacturing Co.

For complete details use enclosed card—refer to **HT 1967**

SCANNING THE FIELD

(Continued from page 1)

WALL PAPER DISPLAY BOOSTS SALES

Wall paper hung on the wall so that a generous sample of each pattern may be viewed by passersby is a magnet that seldom fails to attract women, attests a manager in a store in the state of Washington. He states that this display also is a timesaver since it eliminates hunting in bins for a roll of a certain pattern. The stock is kept in a small room behind the display, rolls of each pattern being pigeon-holed and numbered to correspond with each of the samples on the rack.

"OLD BIKE CONTEST"

"An Old Bike Contest" offering a prize for the most ancient two wheeler in town created much valuable publicity and supplied a Virginia store with a mailing list. This establishment awarded a 1941 bicycle in exchange for the oldest cycle. Next step in the drive involved contacting parents of boys and girls on the prospect list to interest them in new bicycles for their offspring.

SUGGEST "NEW YEARS AT HOME"

"Celebrate New Years at home—"Here are the handy gadgets and accessories to make your party a gay one," read a placard last season in a New York hardware store window. Two windows were devoted to the promotion to induce buying of necessities for efficient preparation of the main meal of the day and the evening supper. One display featured ranges and cooking utensils and the second, both gas and electric refrigerators with gadgets and accessories distributed generously in each exhibit.

EMPLOYEES BECOME SPORTS ENTHUSIASTS

Because they are encouraged by the management to participate in local sports events, employees are greatly responsible for turning a Wisconsin store into sporting goods headquarters of that town. All club fees are paid by the employer. Since they attend all meetings of the clubs, salesmen keep themselves informed of athletic programs to be promulgated throughout the year. In addition to these activities, the firm also enters teams in the baseball, softball and bowling leagues of the city, writes the manager of the sporting goods department.

ARCHERS' DEFENSE PLAN

It's possible to help the defense program and boost archery sales at the same time! This surprising feat now is being accomplished under the sponsorship of a Missouri shop. Known as the "parashooters," the group of archers are working out plan for defense against parachute invasion. They hope that rifle organizations and hunters' groups also will inaugurate similar programs. The leader of the group declared that a bow and arrow in the hands of an expert archer is more effective than a rifle in the hands of an ordinary person. Through a system of telephone calls begun by the leader who will call one archers and tell him to notify two other clubmen, the men can be quickly assembled during a crisis.

MAGIC FORMULA TO CREATE SPACE

Raised platforms and continuous wall platforms form the magic formula to get maximum display space in a small store, according to the proprietor of a Massachusetts business. Basement of this store is used for stock. Decorative theme throughout the small shop is red with metal trim. This note is carried out in a platform two feet wide which circles the room and is raised about a foot from the floor. Beginning at about eye level, and also encircling the whole room, is a two-step shelf. Radios are especially suited to this type of display and their sale is promoted by this dealer.

"DRIVE UP" SALE

"Drive up and get it" was the successful theme of a recent sale in a hardware store in the West. Garbage cans, pails, washtubs and a number of other similar articles were featured in this unique sale. Only stores with large parking facilities can operate a sale of this type. For this event, stands covered with striped awnings were placed in the center of large parking spaces. Resembling a bazaar, the new type of bargain gathering elicited a huge response.

"HAPPY HIPPO" COOKIE JAR IS DECORATIVE GIFT



Sales Features: Gaily-colored, hand-painted decorations on the "Happy Hippo" cookie jar, illustrated above, give this item a special sales appeal. The capacity of this jar, measuring 8 in. high and 7 in. in diameter, makes it practical as well as decorative, and the underglaze finish insures the permanency of the colors. This product is the newest addition to this manufacturer's pottery line.

Retail Price: \$3.00 each.

Manufacturer: Abingdon Pottery.

For complete details use enclosed card—refer to **HT 1968**

PAINT DEODORANT BANISHES ODOR; DOES NOT HARM FINISH

Prospects: Hotels, hospitals, apartments, restaurants, office buildings, department stores, homes.

Sales Features: "Ridsmel" is a new paint deodorant, claimed to be completely effective and not to affect in any manner the color, drying, application, or quality of the paint job. A small amount of the deodorant is mixed with the paint, varnish, or enamel to neutralize the odor. The manufacturer states that this preparation contains no volatile materials or diluents and has a complete oil base.

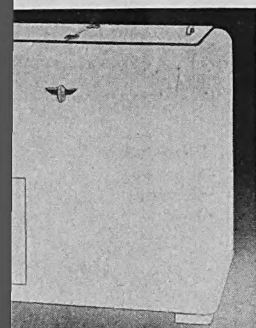
Packaging: In containers to deodorize 1, 20, 50 or 100 gals.

Manufacturer: Holley Chemical Company.

For complete details use enclosed card—refer to **HT 1969**



"There you are. Now shall I wrap them up, or will you wear them?"

N-FRESH
CKER PLANT

pecially suited for use in farm homes,
itals and laboratories.

o Pantry," the home freezing locker
esigned to maintain fruits, vegetables,
a-food frozen-fresh the year 'round.
ocker is 100 pounds of food. Table
the top, the locker in no way con-
refrigerator for food storage. The new
igration engineers, is far colder in
u. ft. net capacity than even the ice
refrigerators. Sub-zero temperatures
in it.

antages include right-angled chilling
e inch insulation to insure minimum
ovable wire basket compartment to
e same tested refrigerating mechanism
s "dual-temp" refrigerator.

art-Warner Corporation.

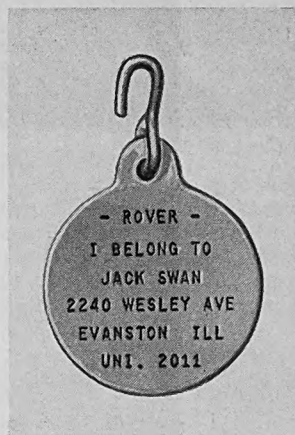
use enclosed card—refer to **HT 1970**

ED BY AD COPY,
DISPLAY CONTEST

ights of a recently inaugurated win-
he sale of this company's stoves are
paper advertisements, pamphlets de-
ages and leaving room for dealer im-
display packages, and a holiday contest.
lers have entered the window display
n December 31, and offers \$1500 in
the best exhibits. To be eligible for
must display "Tappan" windows for
of windows, accompanied by descrip-
e judged at Mansfield, Ohio, on the
eal, originality, beauty, lighting, color,
eal. Sets containing molded third di-
sets of six feature cards are being dis-
ny.

Tappan Stove Co.

use enclosed card—refer to **HT 1971**

IDENTIFICATION TAG
KEEPS PETS FROM BEING LOST

Description: Half dollar size, the dog identification tag, illustrated here, is equipped with a steel link so that it can be attached to the dog's collar. Each tag is individually die-stamped with dog's name, owner's name, street address, city, state, and telephone number, as indicated in photograph.

Dealer Helps: An attractive counter display card with a sample "K-9" identification tag is supplied without charge to the dealer. Forms to be filled out with necessary information for tag also are furnished.

Retail Price: \$1 for each tag, replete with information.

Manufacturer: K-9 Tag Co.

For complete details use enclosed card—refer to **HT 1972**

CLEANER MAY BE USED FOR WIDE
VARIETY OF SURFACES, FABRICS

Prospective Uses: "Tru-Clean" cubes dissolved in water according to directions are claimed to perform perfect cleaning of a wide variety of fabrics and surfaces.

Sales Features: Known as "Tru-Clean," the new cleaner is arranged in a handy little package of cubes which are simply dissolved in a prescribed amount of hot water for various cleaning jobs. Also called "The Original Measured Cubes," the tablets are highly concentrated to provide great economy and are compounded and measured with scientific accuracy to provide a cleaner for different surfaces. The housewife need only drop a tablet in the prescribed amount of water, the measure of water varying from a quart to a gallon, to make exactly the proper type of cleaner for the job at hand. According to the United States Department of Agriculture, this type of cleaner eliminates the disadvantage of soap or products containing soap.

Dealer Help: A program of national advertising soon will be inaugurated.

Manufacturer: The Tru Products Corp.

For complete details use enclosed card—refer to **HT 1973**

RICED

HEN FIXTURES

CHROMIUM,

AND BAKED,

E ENAMEL

ERATURE

ASK YOUR SUPPLIER ABOUT

Autoyre

THE AUTOYRE COMPANY, OAKVILLE, CONN.



"DESIGNED TO MAKE THE PASSER-BUY!"

For complete details use enclosed card—refer to **HT 1974**

SPRINKLER SALES *GO WAY UP*
Wherever the *MARCH ACE* is offered

The finest small lawn sprinkler on the market today. So outstanding in operation that each one sold gains new customers for you. Covers up to 30 ft. circles with even distribution. Exceptionally well made and attractively priced.

Write, TODAY, for catalog of complete line. Please furnish name of your jobber.

MARCH AUTOMATIC IRRIGATION CO., MUSKEGON, MICH.

For complete details use enclosed card—refer to **HT 1975**

INTRODUCE NEW TYPE RADIANT
HEAT LAMP WITH SILVER RING LINING

Description: Radiant heat lamp, shown above, which is said to make far greater heating efficiency possible, by the concentration of heat beams in a given area and faster, more economical operation, has just been announced. The silver ring on the region of the bulb below the control of the reflector, according to the manufacturer, collects heat rays that formerly were wasted and reflects them down through a clear spot at the base of the bulb to the heat area.

The lamp is available in 250 watt size, tungsten filament only, to fit the standard Edison screw socket. Average burning life is said to be more than 5,000 hours.

List Price: \$2.25.

Manufacturer: Wabash Appliance Corporation.

For complete details use enclosed card—refer to **HT 1976**

PAIR OF ICE CONTROL
PRODUCTS ARE IMPROVED

Sales Features: Announcement is being made by this company of the improvement of two ice control products, "Tamco Ice Remover" and "Tamms Double Duty Ice Control." A new ingredient has been added to the first product to speed the thawing process. Even at extreme sub-zero temperature, ice is said to loosen from sidewalks, eave troughs and drains for easy removal when this item is used.

A new, faster-acting abrasive has been added to "Tamms Double Duty Ice Control." The manufacturer states that any icy surface, regardless of low temperature, becomes slip-proof as soon as this compound is sprinkled on it. High winds will not blow the substance away. Neither product is injurious to concrete or lawns, and they do not leave white deposits when they melt.

Manufacturer: Tamms Silica Co.

For complete details use enclosed card—refer to **HT 1977**

Simplification

AN EMERGENCY MEASURE THAT PROMISES
LONG-RUN BENEFITS TO THE BUILDING INDUSTRY

A MILCOR
DEFENSE
MESSAGE

APPRECIATING the importance of saving critical materials and releasing machine power and man power for national defense, Milcor has simplified its lines of products.

For example — in Stove Pipe, Furnace Pipe and Fittings, and Rain-Carrying Equipment — those particular sizes, weights and styles of products whose existence never was justified by consumer demand have been weeded out.

This program of simplification offers you definite advantages: (1) Greater turnover of items in stock . . . (2) Elimination of slow-moving products . . . (3) Concentration on standard lines — those which are easiest to sell . . . (4) Sales efforts confined to fewer products . . . (5) Smaller capital investment in both new stock and repair parts . . . (6) Decreased overhead and handling charges . . . (7) Less storage space required.

F-225F

MILCOR STEEL COMPANY

MILWAUKEE, WIS. CANTON, OHIO
Chicago, Ill., Kansas City, Mo., La Crosse, Wis.,
New York, N. Y., Rochester, N. Y., Baltimore, Md.
Sales offices in principal cities.

For details use enclosed card—refer to HT 1978

FLOORS PRESERVED BY USE OF PAIL PLATFORM ON WHEELS

Sales Features:

Quoting Webster, "a dolly is a small truck with a roller." Pictured at the left is the Fulton scrub pail dolly which has been produced by mounting a platform on four sturdy ball bearing casters. This miniature truck serves as a foundation for a scrubbing pail so that the latter item may be quickly



and easily moved about without scratching linoleum, varnish, waxed floors, or other types of surfaces. The new device saves the housewife the inconvenience and drudgery of lifting the pail innumerable times to transport it to various parts of the floor.

Description: Constructed of galvanized steel, the product measures 10½ in. in diameter, and 1¾ in. high.

Manufacturer: Patent Novelty Co.

For details use enclosed card—refer to HT 1979

RANGE PROTECTORS

Holiday seasons are appropriate times to promote the sale of range protectors. Included in this firm's trio of models are "Priscilla" colored rubber protectors which have a square design; "Empire" embossed krome-lustre plated protectors; and "Revere" embossed chrome-plated protectors. Beh & Co.

For complete details use card—refer to HT 1980

PLAQUES

"Little Sister" and "Little Brother" are two appealing new numbers in the line of American Hummel plaques. There are six new patterns in this group. Besides this twosome, there are the "Bugle Boy," "Going to Market," "School Girl," and "School Boy." Approximately 7 in. in diameter, they come individually gift boxed at \$9 a dozen, \$7.80 a dozen in three dozen lots. Walter Crowell.

For complete details use card—refer to HT 1981

BICYCLE BELLS

Chime bells for his bicycle is a Christmas gift that will win the enthusiasm of the average youngster. New models of chime bells, both single and double streamline types, now are being marketed by Bevins Bros. Mfg. Co.

For complete details use card—refer to HT 1982

SALAD SET

A spoon and fork salad set has Lucite handles, a pewter cuff, and implement ends of fine grained wood. The pieces are 11 inches long. Modern Spun Metal Co., distributed by Mollie Boynton, Inc.

For complete details use card—refer to HT 1983

OIL HEATERS

The 1941 line of "quick heat" oil heaters now is being promoted by this company. Included in this assortment are streamlined models made to fit every purse and purpose, the manufacturers claim. F. C. Hayer Co., Inc.

For complete details use card—refer to HT 1984

FLUORESCENT BED LAMP

A new all-plastic fluorescent bed lamp provides more than 22 foot-candles of light on the reading page at an 18-inch distance and 13 footcandles at 24 inches. The lamp uses an 8-watt, 12 inch fluorescent bulb. Available in onyx, ivory and deep walnut, the model has a 9 inch rubber cord, with a new type "plug-in" ballast, eliminating hum. List price for this model is \$5.95. In the South and West, it is sold for \$6.55. Mitchell Manufacturing Co.

For complete details use card—refer to HT 1985

STRAINER

Fashioned of a new, patented process vegetable fibre material, this strainer is claimed to be ideal for hot fats, greases, coffee or tea. Two extra strainers are supplied with each product. "Textilux" material will not break under boiling water. Small strainer sells for 10c; medium-sized model for 15c; and large size for 25c.

For complete details use card—refer to HT 1986

KITCHEN SET

The "Cape Cod" six-piece kitchen ensemble, being featured by this company, consists of a French fryer and asparagus server, a mixing and basting spoon, two tine roasting fork, turner and fish fryer, potato masher, strainer and serving spoon combination, and a hanging rack with two screws. It is packaged in an attractive gift box. Edward Katzinger Co.

For complete details use card—refer to HT 1987

AIRDROME SERIES

A hand-decorated ceramic aeroplane and bomber are two of this firm's most recent innovations. The bomber may be used for cut flowers, as a cotton picker or ash receiver. The small aeroplane forms an excellent pot for planted flowers. It also can serve as an ash tray or to hold a pack of 20 cigarettes. The bomber is 8 inches long; the aeroplane, 5½ inches long. A. L. Larimer.

For complete details use card—refer to HT 1988

HAMPERS

Available in a variety of new colors are a dozen new models of hampers which are designed to be furniture pieces. These creations are oval-shaped or have arch fronts or bow fronts. No square shapes are included among the recently-introduced numbers. Prices range from \$2.95 to \$7.95. Pearl-Wick Corp.

For complete details use card—refer to HT 1989

PARACHUTE DOLLS

A pair of parachute dolls, retailing at \$1 each, fly and float through the air. Pat, the boy doll, has a pack attached to his back. Patty, the girl doll, is dressed in an attractive dotted outfit. Elvy Kalep.

For complete details use card—refer to HT 1990

BAKING SETS

Pictures of Mexican scenes decorate the four-piece baking sets now being offered by this firm. The dishes are glazed on both sides. The largest dish measures 10 by 12 inches. Sets are available in either cream or red pottery. Popular Mexican Art.

For complete details use card—refer to HT 1991

TRIO OF GADGETS

Three sponges of nickelsilver to clean pots, a plastic sprinkler for plants or laundering processes, and a tool that peels, slices and shreds food comprise a trio of new items. The sponges retail for 25c per box; the sprinkler for 10c; the kitchen tool for 35c. W. R. Feemster Co.

For complete details use card—refer to HT 1992

STEP-STOOL

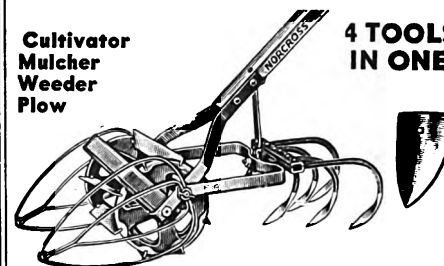
"Tuk-A-Way" steel step-stool has grooved steps, an added safety feature; heavy rubber tips to protect floor and prevent slipping and legs of strong steel. Step supports and cross braces are of steel, riveted to the frame. There is no welding at any point. The product has a lacquer finish. Durham Manufacturing Co.

For complete details use card—refer to HT 1993

NORCROSS GARDEN AND LAWN TOOLS

Cultivator
Mulcher
Weeder
Flow

4 TOOLS
IN ONE



Here's the popular No. 10-N.

"NORCROSS" GARDEN GROWER that sells on sight when properly displayed. Handsome, sturdy, highest quality construction . . . it saves the back-breaking drudgery of home gardening . . . reasonably priced.

MOST COMPLETE LINE



Hand Cultivators, Lawn Weeders and Dandelion Pullers . . . full range of sizes . . . styled and priced to SELL.



Ask Your Independent Jobber

C. S. NORCROSS & SONS
BUSHNELL ILLINOIS
"Quality Garden Tools Since 1891"

For details use enclosed card—refer to HT 1994

EACH "JIGGER" IS SMALL, SELF-CONTAINED, SOLDERING UNIT



Prospects: Electricians, electrical service and maintenance men, contractors and manufacturers of electrical products.

Description: Each "Jigger" is a small self-contained soldering unit that contains just the correct amount of 50-50 solder and flux hermetically sealed within a waterproof heat-generating outer shell, according to the manufacturer. To obtain a strong, perfectly soldered electrical connection, it is only necessary to push the wire splice into a "Jigger" and touch a lighted match to the "Jigger," as shown in the top photograph.

When a match is touched to it, the "Jigger" shell ignites and produces the proper temperature to flow the solder into the splice. The burnt shell is then dropped off and a smooth, uniformly soldered splice is revealed. Free samples are being distributed.

Manufacturer: Jiggers, Inc.

For details use enclosed card—refer to HT 1995

DEALER Helps

HAMMERS

Model No. 115 hammer is packed in an individual display box which provides an attractive display background for it. Top of the box opens into an attractive exhibit sign. Fayette R. Plumb, Inc. For complete details use card—refer to **HT 2002**

VACUUM CLEANERS

This company's recently introduced program for helping dealers promote vacuum cleaner service is described in a new broadside, "What's Ahead?" Besides outlining the advantages of greater emphasis on servicing cleaners already in use, the colorful broadside illustrates and describes a group of new promotional aids. Included among these are brush, belt and reconditioning display cards, window transfers, illustrated direct-mail cards, booklets on moth control and stain removal, and many other helpful items. Premier Dux, Electric Vacuum Cleaner Co., Inc.

For complete details use card—refer to **HT 2003**

RADIOS

The "silent salesman" floor display stand fashioned of wood to hold eight radio models is a newcomer in the field of dealer helps. Serving as either a floor display or as a window fixture, the stand bears a message about this firm and also has a photo-montage depicting the use of radio in the living room, bedroom, kitchen, office and other places. This radio is stressed as an ideal gift. Emerson Radio and Phonograph Corp.

For complete details use card—refer to **HT 2004**

SUN GLASSES

A winter advertising campaign now is being inaugurated to promote the sale of "Polaroid" day glasses for winter wear. Large half-page advertisements combined with continuous small space in national magazines will feature these glare-filtering sun glasses. American Optical Co.

For complete details use card—refer to **HT 2005**

ELECTRICAL DISPLAYS

To aid dealers prepare booths for use in farm shows and exhibits, a variety of displays and backgrounds have been completed. This equipment is available on a loan rental basis. Among the novel displays is a board inviting visitors to "see how little it costs to live and farm electrically." An animated exhibit, 17 ft. long, shows miniature models of a farm and modern farm house, and illustrates different tasks that can be performed electrically for one penny. Farm Sales Section of the General Electric Appliance and Merchandise Department.

For complete details use card—refer to **HT 2006**

WASHER

Space for the dealer's imprint is left on circular A-163 now being issued by this firm. Its line of washers is illustrated in the publication which also gives sales features and a description of each model. Broadside B-162, also being released by this company, announces the 33rd anniversary of the line of washers and contains further information about them. Automatic Washer Co.

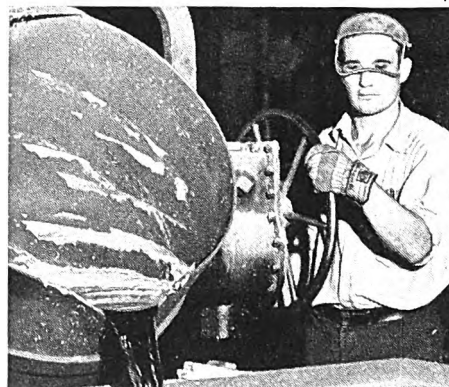
For complete details use card—refer to **HT 2007**



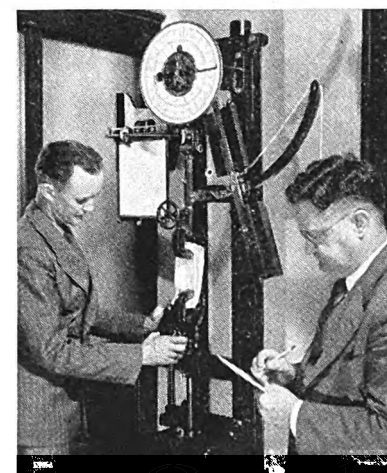
DOUGLAS BUILDS WINGS AND BOSS GLOVES HELP

From the huge Santa Monica plant of the Douglas Aircraft Company come mighty wings to help make America supreme in the air. Rivet-guns rattle, power routers screech, drop hammers crash... as planes and more planes endlessly take shape.

LIKE A MAN FROM MARS, a Douglas welder (right), protected by mask, leather apron and gauntlet gloves, is electric arc-welding an engine mount supported in a steel jig. The leather-palmed gloves are Boss "Fair & Square" 6436 with exclusive "Protecto-Thumb" which gives twice the protection and wear of conventional thumb construction.



HUSKY HAND-POWER in the Douglas foundry (left) is protected by Boss Gloves—"Fair & Square" 6834, with safety cuff. This work means hard wear. But Boss Gloves can take it—every stitch, every bit of material, every production detail of every Boss Glove gets the okay of the Boss Bureau of Standards (below) before it gets the job... over 800 styles and sizes for America at work. Remember: the Boss Certificate of Quality means plenty of "repeat" sales for you!



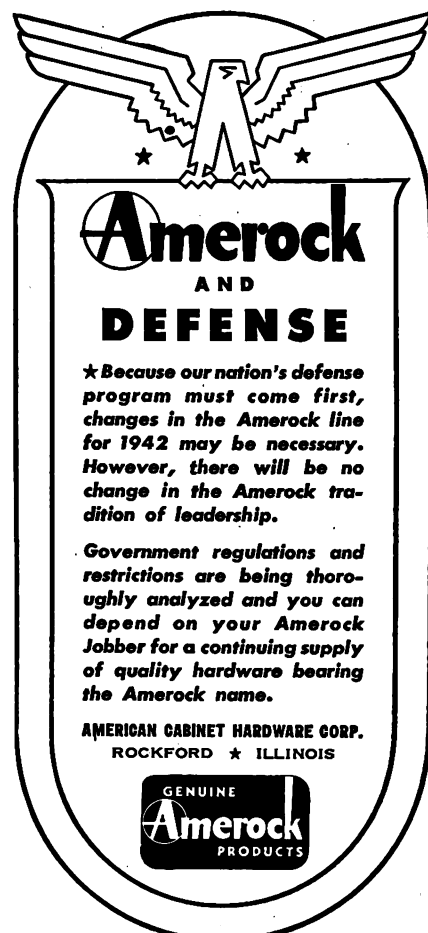
PROTECTING THE NATION'S
HAND-POWER...

BOSS
Gloves

THE BOSS MANUFACTURING COMPANY
KEWANEE, ILLINOIS, U. S. A.

For complete details use enclosed card—refer to **HT 2008**

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**Amerock
AND
DEFENSE**

★ Because our nation's defense program must come first, changes in the Amerock line for 1942 may be necessary. However, there will be no change in the Amerock tradition of leadership.

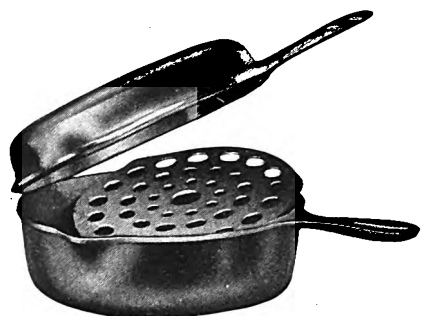
Government regulations and restrictions are being thoroughly analyzed and you can depend on your Amerock Jobber for a continuing supply of quality hardware bearing the Amerock name.

AMERICAN CABINET HARDWARE CORP.
ROCKFORD ★ ILLINOIS

GENUINE
Amerock
PRODUCTS

For details use enclosed card—refer to **HT 2009**

NEW PROCESS PRODUCES IRONWARE READY FOR USE



Description: By the process of "pre-seasoning" which the manufacturer developed this year, the ironware combination fryer-roaster illustrated is ready for immediate use. This process does away with the necessity of lacquer—which must be scoured off before using—on ironware to prevent rust in storage and shipment, and also the need for seasoning the utensil by heating and soaking it for several hours before it is used.

The fryer-roaster combines three of the most popular cooking utensils in one article—a chicken fryer, deep and regular skillet set, and dutch oven with trivet.

Shipping Weight: Per dozen, 150 lbs.

Manufacturer: Wagner Manufacturing Company.

For details use enclosed card—refer to **HT 2010**

New LITERATURE

UNIT HEATERS

Quality construction of unit heaters is the main theme of a 36-page catalog now being issued by this firm. Chief feature is a "check-chart" comparing four unit heaters on the basis of 11 vital points. Engineering data, tables and other illustrations also are included in the publication. Ilg Electric Ventilating Co.

For complete details use card—refer to **HT 2011**

CHIMES

Decorative chimes to harmonize with any type of home furnishings are described and pictured in a 16-page catalog. Highlight of the booklet is a chart which serves as a guide in selecting the proper electric chime for any type of furniture scheme. Edwards & Co.

For complete details use card—refer to **HT 2012**

PLASTIC PRODUCTS

Knives, flashlights, chessmen, stir sticks, hotel key tags, key holders, thimbles, mustard spoons, and knobs are some of the plastic products which are highlighted in a newly-released catalog. The "Plastic Products" publication features a wide variety of novelty items. Gits Molding Corp.

For complete details use card—refer to **HT 2013**

CLEANER

"She Found All the Answers" is the title of a booklet listing sales features, operation, and uses of the "Filter Queen" cleaner. There are 18 pages in this publication. Chief points of explanation are illustrated by photos. Health-Mor Sanitation Systems, Inc.

For complete details use card—refer to **HT 2014**

FLASHLIGHTS

A size and type of flashlight for every purpose is cited in a red and white catalog masquerading as a folder. The catalog-folder contains pictures and specifications of each model and also deal information regarding these items. A catalog page features this company's new "Bright Spot" floor display. Burgess Battery Co.

For complete details use card—refer to **HT 2015**

DEEP WELL WATER SYSTEMS

The "Monitor" line of deep well water systems for 1941 and 1942 is presented in the new blue-covered catalog which has 106 pages. Specifications for windmills, engines, pumps, pump jacks, cylinders, well supplies, pipes and tanks are given. Illustrations of these items assist the reader in visualizing them. Baker Manufacturing Co.

For complete details use card—refer to **HT 2016**

NOVELTY CANDLES

Candles to fit a myriad of occasions are pictured and verbally portrayed in a booklet issued by this company. Defense candles boast small figures of soldiers, aviators and sailors. Snowmen, apples, oranges, and pears also are presented in candle form. Manhattan Wax & Candle Co., Inc.

For complete details use card—refer to **HT 2017**

OIL HEATERS

"The 1941 A-P Album of Space Heater Selling" was designed to promote the sale of oil burning space heaters and other oil burning appliances. Details of all available A-P oil controls and about electric and automatic conversion units are highlighted in the book. Queries frequently framed by buyers are answered in one section. Also of importance in the table of contents is the story of A-P Control and its dependability, and a visual prospect chart for the retail salesman pointing out methods for upping oil burning appliance sales. Automatic Products Co.

For complete details use card—refer to **HT 2018**

COUNTER EQUIPMENT

A catalog describing counter equipment, display fixtures, pricing systems, and display products for special items now is being distributed. The book has 48 pages. Hurum E. Reeve Co.

For complete details use card—refer to **HT 2019**

STATIONERY AND ALBUMS

Catalog sheets released by this firm feature stationery in attractive leatherette boxes, scrap books and photograph albums. Elam Stationery Mfg. Co.

For complete details use card—refer to **HT 2020**

PRUNING TOOLS

Bound in a green cover, this catalog and sales manual describes an assortment of pruning tools, grass and hedge shears. Colored photographs of these items also appear in the book. Many deals offered by this firm are cited as well as a group of dealer aids. Seymour Smith & Sons, Inc.

For complete details use card—refer to **HT 2021**

EQUIPMENT CLEANERS

"Three-in-one" portable cleaners, designed to clean machines, are making their latest appearance in print in a folder which now is being distributed by their producer. Eight models comprise this line of equipment cleaners. Ideal Commutator Dresser Co.

For complete details use card—refer to **HT 2022**

METAL CUTTING SAW BLADES

A booklet on metal cutting saw blades recently was released to the trade. General information on the use of hack saw blades, highlighted by diagrams and charts, is a feature of the literature. If these directions are followed by the user, the life of metal saw blades will be lengthened. The Capewell Manufacturing Co.

For complete details use card—refer to **HT 2023**

WATERPROOF COATING

With the discovery of a way to combine aluminum and calcium stearate as a base for waterproof coating, this company incorporated the new method in its product. Improved "Ranetite" No. V. waterproof coating for brick, stone and stucco walls is described in a folder now being distributed to dealers. There is room for the retailer's name on this literature. Ranetite Mfg. Co.

For complete details use card—refer to **HT 2024**

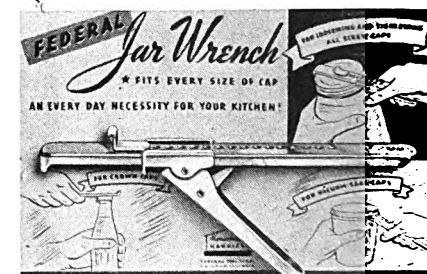
ROSE DESIGN DECORATES WASHABLE BOUDOIR CABINETS

Description: Many new accessory items for closets now are being presented on the market by this company. Among these newcomers is a line of boudoir cabinets covered by an imperial rose washable paper and trimmed with blue, green or rose edging and matching knobs. The bootery contains four shoe drawers; the boudoir cabinet, four shoe drawers, a lingerie drawer and a utility drawer; the lingerie cabinet, four drawers; and the tall boudoir cabinet, six shoe drawers, one lingerie drawer and one utility drawer.

Manufacturer: Jayhawk Mfg. Co.

For details use enclosed card—refer to **HT 2025**

JAR WRENCH DESIGNED TO FIT CAPS OF EVERY SIZE



Sales Features: Much in demand wherever it makes its appearance is the jar wrench, a handy tool that may be adjusted to fit all sizes of caps. This new product, pictorially portrayed above, was designed to loosen or tighten all screw caps, vacuum-seal caps, or crown caps.

Retail Price: 25c.

Manufacturer: Federal Tool Corp.

For details use enclosed card—refer to **HT 2026**

SOUTH AMERICAN GAME CREATES SENSATION HERE



Description: Two or more persons can play Bidou, the fast South American game, which now is captivating folks in 48 states. The

standard Bidou set for four players contains 12 plastic dice, four leather dice cups, 36 plastic chips, instructions, and an attractive case. Trial Bidou set has 12 dice, four skytogan covered cardboard dice cups, 36 chips, and instructions in a compact box measuring 14½ in. by 3½ in. by 2½ in.

Retail Prices: Standard set sells for \$3.00; trial game for \$1.

Manufacturer: A. A. Burnstine Sales Organization.

For details use enclosed card—refer to **HT 2027**

110-VOLTS A.-C. with Katolight Plants

Furnish same current as from City Power Lines, enabling the operation of standard 110-volt, A.C. appliances, lights, motors, etc. Ideal for continuous service for farms, summer homes, cottages, construction camps, trailers, sound trucks, filling stations, resorts, etc.

ALSO popular for EMERGENCY SERVICE in case of power line failure for Hospitals, Telephone Exchanges, Radio Stations, Hatcheries, Airports, Homes for operating lights, stoker and oil burner motors, Refrigeration, etc.

Sizes range from 350 through 15,000 watts. ALSO manufacturers of Rotary Converters for changing DC to AC; Frequency Changers; AC & DC Generators & Engine Driven Battery Chargers.

Write for Prices & Literature. Give Name of Your Jobber.

NG COMPANY, 61 ELM ST., MANKATO, MINN.

plete details use enclosed card—refer to HT 2028

PLEASANT OMOBILES

es: Stale and ob-
rs in automobiles
ased when Sprig
red at left, is em-
product emits a
fragrance which
gent aroma of a
ne trees to the in-
The vaporizer also
air quality in kit-
For refills, a large
atomizer may be
anch of fir balsam

porizer display con-
an 8 in. by 13 in.
twelve items, the
er measures 10 in.

vaporizer sells for
oz. bottle of Spray

Expello Corporation.

d—refer to HT 2029

OFFERS EFFICIENCY

of power and heat-
hotels.

prevent the possibil-
ion, a fuel oil solvent
at keeps the tank free
hastens formation of
the combustion, keep-
s clean, according to
it is also said to be
d refractories and to
inside rust, thus offer-
result of improved oper-
higher boiler efficiency.
ns in 1 doz. carton.

- Co - Lene Chemical

ard—refer to HT 2030

SUN LAMP HAS REFLECTOR IN BULB; OPERATES DIRECTLY

Sales Features: Operating directly from an ordinary lighting circuit, a new sun lamp with reflector bulb has been developed, doing away with the need for reflectors of the usual type. A metallic film used as the reflecting surface is coated on the inside of the bulb where it is protected from corrosion and dust so that the lamp maintains a high output, it is asserted.

As this lamp has a built-in resistance filament, replacing any auxiliary equipment, it is possible to produce infra-red radiation as well as ultraviolet. It consumes 275 watts, operates on alternative current, 110-125 volts.

Retail Price: \$15.

Manufacturer: Westinghouse Electric & Manufacturing Company.

For details use enclosed card—refer to HT 2031

DUST CLOTH RECEPTACLE AVAILABLE IN FOUR COLORS



Description: Illustrated is a dust cloth receptacle which measures 11¾ in long by 6¾ in. high. The opening is 11¼ in. by 3½ in. Made of 30 ga. steel, the item is available in black, green, ivory or blue enamel. The manufacturer points out that insurance companies recommend the storing of oily or greasy cloths in metal containers.

Package and Shipping Weight: Three dozen receptacles are packed in a container. Shipping weight is 12 lbs. per dozen.

Manufacturer: Patent Novelty Co.

For details use enclosed card—refer to HT 2032

GIFT BOX, COUNTER DISPLAY TO BOOST DOOR CHIME SALES



Dealer Helps: An attractive gift box, appropriate for any occasion, and a counter display actually sounding the chime are dual promotion features designed to skyrocket the sale of the new "Chapel" door chime. Of royal blue, the box at the top of the photo at left, is banded by a red strip imprinted with the following

phrase, "The Golden Voice of Welcome." Hospitality is the theme of the picture on the center of the package.

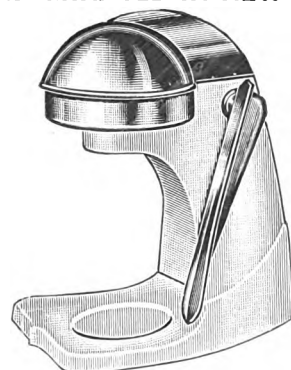
A real chime is mounted on the display board so that the customer can push a button and hear the chime. This chime in sonoscope tested.

Retail Price: The "Chapel" chime sells for \$4.95.

Manufacturer: Edwards & Co.

For details use enclosed card—refer to HT 2033

DUST COLLECTING RECESSES ELIMINATED IN NEW JUICER



Description: Presented pictorially at the left is the Model S-20, known as the "Streamline Juice King." According to the manufacturer, this product has been styled to

eliminate all dust collecting recesses, and is therefore, very easy to keep clean. It has an interlocking cup and strainer. Available in red, white, ivory or black, the juicer has an overall height of 9 in., a base that is 7¾ in. long and 5¾ in. wide. The juicer accommodates a very large size glass. It may be featured as a gift for weddings, Christmas anniversaries, birthdays and other events, this company suggests. The machine is claimed to obtain all the juice from oranges, lemons, limes and grapefruit.

Package and Shipping Weight: Six items placed in a shipping carton have a total weight of 30 lbs.

List Price: \$3.95.

Manufacturer: National Die Casting Co.

For details use enclosed card—refer to HT 2034



CHAMPION OF MODERN GLASS SUBSTITUTES

Seems like everybody's using transparent R-V-LITE wherever glass is used in Poultry Houses, Storm Doors, Windows, etc.

ALL-PURPOSE UTILITY
You make many extra sales with R-V-LITE because your customers find so many more uses for it.

REPEAT SALES QUALITY
Guaranteed satisfaction brings R-V-LITE customers in your store over and over again!

R-V-LITE 5 STAR SALES HELPS
★ All-Purpose Utility Makes More New Sales
★ Trademarked Quality Brings Repeat business
★ Handy Display Rack Reduces Waste, Speeds Sales
★ New Merchandising and Point-of-sale Helps
★ National Magazine and Radio Advertising

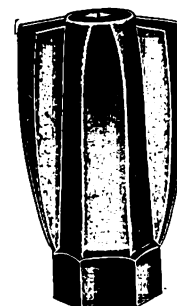
Admits over 60% Ultra Violet Rays. Weather-proof-Shatterproof! Comes in 50 ft. and 150 ft. rolls, 36 inches wide, packed individual carton.

DEALERS! WRITE TODAY for money-making Service Display Proposition and FREE SAMPLE, available through your local jobber.

ARVEY CORPORATION
Exclusive Manufacturers of R-V-LITE
3497 NORTH KIMBALL AVENUE CHICAGO, ILLINOIS

For details use enclosed card—refer to HT 2035

PLASTIC NOZZLE THROWS FANSHAPED SPRAY OF WATER



Sales Features: Modern in its design and material—colored plastic, the new "Mist-ic" garden spray illustrated here has a lightweight, easy-to-handle nozzle and throws a flat, fanshaped spray. It is dark red in color, with smooth surface and pleasing touch, according to the manufacturer.

Dealer Help: Counter display carton holding six sprays is available to dealers.

List Price: \$6.00 per dozen.

Manufacturer: W. D. Allen Manufacturing Co.

For details use enclosed card—refer to HT 2036

STREAMLINED FLY REEL HAS SILENT OPERATION; AMPLE CAPACITY



Sales Features: Streamlined in design with glossy black frame, spool, and handle, the No. 300 "Futurist" fly reel with handle shown here offers "Silent Drag" for soundless stripping and reeling, convertible to the conventional click if desired. The reel is molded from reinforced Bakelite which, according to the manufacturer, is light in weight, rust-proof, and durable under normal hard usage. It measures 3½ in. in diameter by 1¾ in. wide, weighs 4¾ oz.

The bearing axle shaft is ¾ in. in diameter, equipped with a washer to prevent the axle screw from turning loose. With the cork arbor—furnished with the reel—in the spool for lightweight lines, the reel will hold 100 ft.; without the arbor, 300 ft. The scoop is of universal design to fit all rods.

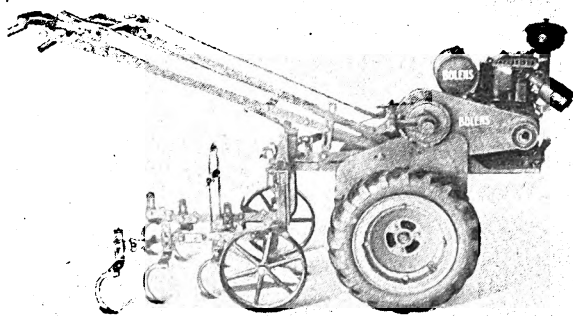
Packaging: One in box.

Price: \$3.60 tax paid.

Manufacturer: Weber Lifelike Fly Company.

For complete details use enclosed card—refer to **HT 2037**

TRACTOR HAS ATTACHMENTS TO SPEED UP GARDENING TASKS



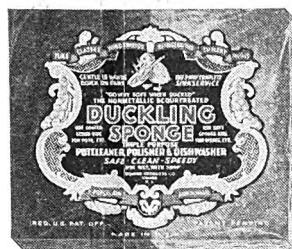
Sales Features: The illustration shows the new "Huski-Gardener" Model B6A. This line of tractors, according to the manufacturer, features accurate control of all operations and easy handling, and has such additional advantages as extreme accuracy, with the patented tool control; easy turning, with the patented one-hand power turn; quick implement change, by using the patented instant hitch; and complete adjustability of tools, in the three-way tool adjustment feature.

Description: This tractor has a power rating from 2¾ H.P. to 3½ H.P., is equipped with 4.00 by 12 pneumatic tires, weighs about 405 lbs. The overall dimensions are 78 in. long by 26 wide by 35 high. The tread is adjustable from 15½ to 23½ in., and the motor is dust-proof, 4 cycle type.

Manufacturer: Bolens Products Company.

For complete details use enclosed card—refer to **HT 2038**

NEW SPONGE SERVES AS POT CLEANER, DISH WASHER



Description: The "Duckling Sponge" pot cleaner which is shown here is a combination abrasive pot cleaner and absorbent dish and sink wiper. By the use of cellulose sponge coating on one side, half with large grain and half with fine grain mineral abrasive, and with a soft sponge on the reverse side, complete sink-service is combined into one item. As the sponge is entirely non-metallic, the manufacturer asserts that it will not leave splinters or black streaks on enamelware and aluminum.

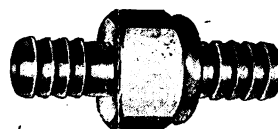
Shipping Weight: 6 lbs. per gross, packed in display boxes.

Suggested Retail Price: 10c each.

Manufacturer: Downy Products Company.

For complete details use enclosed card—refer to **HT 2039**

HOSE COUPLER UTILIZES LIGHTWEIGHT PLASTIC MATERIAL



Description: By using plastic material for the new hose coupling illustrated here, the manufacturer claims to have produced a corrosion proof, lightweight coupling of permanent color, a satisfactory substitute for the now-hard-to-obtain defense materials.

Package and Shipping Weight: 1 doz. to carton; 1 lb. per doz.

List Price: \$3.80 doz.

Manufacturer: H. B. Sherman Manufacturing Co.

For complete details use enclosed card—refer to **HT 2040**

NEW MODEL BEATER MADE OF PLASTIC AND STAINLESS STEEL



Description: Shown is the newest model No. 55 "Blue Whirl" beater with such features as moulded handle and knob, in green, red, or ivory plastic that will not crack or chip, full ball bearing drive, and stainless steel wings and wires. A gear shield protects the user, and an additional stationary wing, also stainless steel, quickens beating, while the flattened center wire enables the beater to work close to the bottom of the bowl and in small quantities. This model is 12 in. long.

Packaging, Shipping Weight: Packed individually 3 doz. to carton, 40 lbs.

Price: Retail, \$1.00 each; wholesale, \$6.00 doz.

Manufacturer: Turner & Seymour Manufacturing Co.

For complete details use enclosed card—refer to **HT 2041**

FRUIT JUICER FINISHED IN BLACK ENAMEL, MOUNTED ON WOOD BOARD



Description: Formed of cast iron and finished in black enamel which has been baked to a hard lustrous finish, this fruit juicer has a funnel of sheet aluminum. Upper and lower pressure blocks and strainer are made of cast iron aluminum. The juicer is 6 in. by 9½ in. by 13 in. high and is mounted on a 6 in. by 15 in. by 7/8 in. hard wood board, which has been smooth-sanded and may be easily removed for cleaning purposes. One downward motion obtains all the juice from fruit inserted in this machine.

Package and Shipping Weight: The juicer weighs 15 lbs. net. Packed in individual corrugated containers, each model weighs 18 lbs.

Retail Price: \$9.95.

Manufacturer: The General Slicing Machine Co.

For complete details use enclosed card—refer to **HT 2042**

OFFER COLORFUL NEW TRAYS FOR DECORATIVE USE IN HOME



Sales Features: "Social Supper Trays" shown here are new items in this manufacturer's line of trays for every use in the home. These decorative trays all have a special metal base which is coated and decorated with a synthetic enamel, resistant to water, alcohol, or chipping.

Dealer Help: A national advertising campaign is being used by the company to popularize and create consumer demand for the trays. Display racks and gift boxes are available to dealers at cost.

Retail Prices: The round tray illustrated, RR90, retails for \$1.85; the rectangular one, RD0416, for \$12 a doz.; and the octagonal tray, AF8612, \$6.25.

Manufacturer: The American Art Works, Inc.

For complete details use enclosed card—refer to **HT 2043**

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